

EXHIBIT CONSTRUCTION GUIDELINES SUMMARY

The Exhibitor's responsibility can be summed up as simply: **"Be a good neighbor!"** All exhibitors are equal regardless of size and should be given an equal opportunity, within reason, to present their product in the most effective manner to the audience.

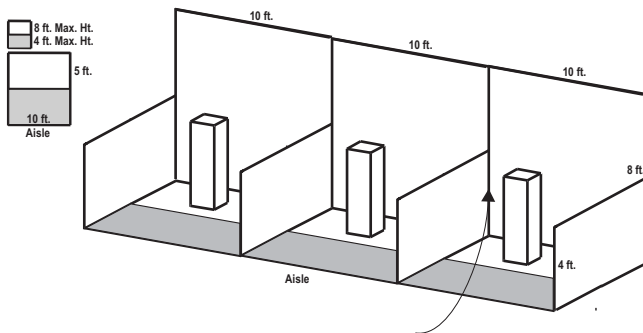
STANDARD BOOTH

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths.

Dimensions: Linear Booths are most commonly ten feet (10') wide and ten feet (10') deep, i.e. 10'x10'. A maximum back wall height limitation of height feet (8') is generally specified.

Use of Space: Regardless of the number of Linear Booths utilized, (e.g. 10'x20', 10'x30', 10'x40', etc.) Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.

The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.



One or more standard 10'x10' units in a straight line.

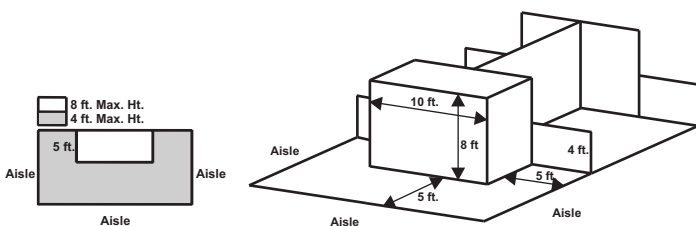
Note: Booth drape is set at 8 ft max.

Display fixtures over 4 ft high must be confined to that area that is at least 5 ft from the aisle line.

PENINSULA END-CAP BOOTH

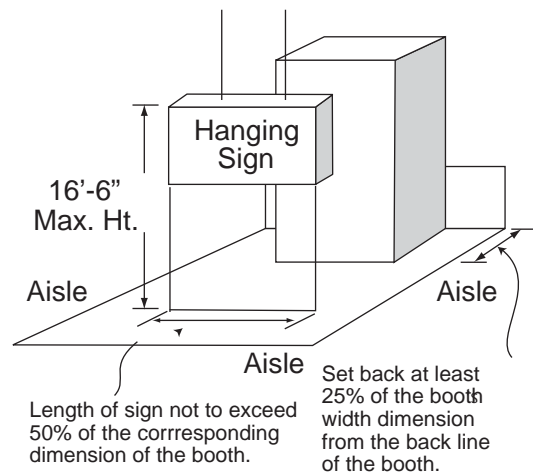
An end cap booth is exposed to aisles on three sides and composed of two booths.

Dimensions: End-cap Booths are generally ten feet (10') deep by twenty feet (20') wide. The maximum back wall height of eight feet (8') is allowed only in the rear half of the booth space and within five feet (5') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.



HANGING SIGN BOOTH

An exhibit component suspended above an exhibit of four or more standard units back-to-back with an aisle on at least three sides for the purpose of displaying graphics or identification.

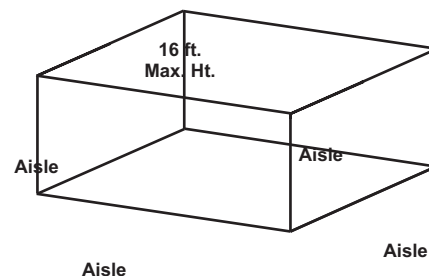


ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions: An Island Booth is 20'x30' or larger, although it may be configured differently.

Use of Space: The entire cubic content of the space may be used up to the maximum allowable height, which is usually sixteen feet (16'), including signage.



Please note that the ceiling height in the Exhibit Hall is 28 feet.