

# Booth Display Specifications

## Linear or In-Line Booth

Linear Booths have one side exposed to an aisle and are generally arranged in a series along a straight line. Linear Booths are ten feet (10') wide and ten feet (10') deep, i.e. 10'x10'. **In-line booths have an eight-foot (8') back wall height limit except in the case of 10'x40' (400 square feet) and larger, which are permitted up to twelve (12') in the rear half of the booth space as long as the back side of any structure over eight feet (8') is free of trademarks, graphics, and/or logos.**

Display materials should not obstruct or block 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 limit imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear Booths are used in combination as a single exhibit space, the four-foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.)

## Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit. **Perimeter booths have a twelve-foot (12') maximum height limit.**

Display materials should not obstruct or block sight lines of neighboring exhibitors. The maximum height of twelve (12') feet is allowed only in the rear half of the booth space, with a four-foot (4') height limit imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear Booths are used in combination as a single exhibit space, the four-foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.)

## Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. A Peninsula Booth is 20'x20' or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to four feet (4') high within five feet (5') of each aisle and from the back wall, permitting adequate line of sight for the adjoining Linear Booths. **Sixteen feet (16') is the maximum height allowance, including attached signage for the center portion of the back wall and the remaining area of the booth.** Double-sided signs, logos, and graphics shall be set back ten feet (10') from adjacent booths.

## Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. **The entire cubic content of this booth may be used, up to the maximum allowable height, which is sixteen feet (16'), including attached signage, without any back wall line of sight restrictions.** A Split Island booth is 20'x20' or larger. Double-sided signs, logos, and graphics shall be set back ten feet (10') from adjacent booths.

## Island Booth

An Island Booth is any booth exposed to aisles on all four sides. An Island Booth is 20'x20' or larger. **The entire cubic content of the space can be used up to the maximum allowable height of twenty (20'), including attached signage.**

## Hanging Signs & Graphics

Hanging signs and graphics are allowed in Peninsula, Split Island, and Island Booths only. The maximum height is twenty-five feet (25') from the top of the sign to the floor. Hanging signs and graphics should be set back ten feet (10') from adjacent booths and be directly over contracted space only.

Signs that are supported from below (not hanging) must comply with all ordinary use-of-space requirements (the highest point of any supported sign should not exceed the maximum allowable height for the booth type: Peninsula and Split Island Booths sixteen feet (16') and Island Booths twenty feet (20')).

