



IAAPA HEIGHT AND VARIANCE RULES

Of all the IAAPA Rules and Regulations, there are none with as many variables as the rules pertaining to:

- 1) How tall can my exhibit be?
- 2) Exactly how much of my exhibit can extend to that height?
- 3) Can a hanging banner extend above the height of my exhibit?
- 4) How does the "line of sight" rule apply to my exhibit?

These pages will attempt to answer these and other questions you might have about your exhibit at IAAPA Attractions Expo 2010.

1) How high can my exhibit be?

The type of booth you have contracted for will determine the allowable height for your exhibit.

Linear Booth:

- Defined as a 10x10, or a series of 10x10's, in a straight line.
- Linear booths normally will have other linear booths on the other side of the back-wall drape line.
- No linear booth can extend above 8' high in any portion of space.
- When adjacent to another booth, linear booths may extend to 8' high only half-way (5') from the back-wall drape line - out towards the aisle.

Peninsula Booth:

- Open on three sides and sharing a common wall with other exhibitors on the fourth side.
- This exhibitor may design a display extending to 12' high, except along the perimeter of the common wall.
- All of the exhibitors must create a set back, 5' from each aisle, which does not exceed 4' high. This set back must also extend 10' from the common wall into the booth space. This set back allows for the unobstructed view into all exhibits.

Split Island Booth:

- A Split Island Booth is a Peninsula Booth, which shares a common back-wall with another Peninsula Booth.
- No decoration, signage, product, etc. may be displayed on fascia directly adjacent to neighbor's booth.
- The entire cubic content of this booth may be used, up to the maximum allowable height, which is sixteen (16') feet, without any back-wall line of sight restrictions.

Island Booth:

- An Island Booth is any booth exposed to aisles on all four sides. An island booth is 20' x 20' or larger.
- The entire cubic content of the space may be used to the maximum allowable height, which is twenty (20') feet
- No signage/displays may be placed on structures adjoining neighbor's booth space.

2) Exactly how much of my exhibit can extend to that height?

Almost all of the exhibit space may extend to the allowable height, except for set back areas designed to give every exhibitor a clear line of sight to their and their neighbor's booth.

3) Can a hanging banner/sign extend above the height of my exhibit?

Exhibitors in Linear/Perimeter Booths are not authorized to have hanging banners/signs/equipment.

Exhibitors in an Island, Peninsula or Split Island booth, over 400 square feet, are allowed to hang a banner/sign over their booth with the following rules:

- a) All signage must be contained within the contracted booth space (unless prior permission has been granted by IAAPA).
- b) Rigging (installation) of signs will be completed by convention center staff.
- c) Hanging signage must be set back at least 5' from any aisle.
- d) A drawing or blueprint of the proposed banner/sign must be sent to the OCCC. **See the Orange County Convention Center Section of this Guide for further information**
- e) Hanging banner/signs may extend to a maximum height of 25', from the floor to the top of the banner.

4) How does the "Line of Sight" rule apply to my exhibit?

The Line of Sight rule applies to every exhibit! No exhibit should hinder nor block the sight lines to the adjoining booths. The motto to remember is: **BE A GOOD NEIGHBOR!**

For most exhibitors, keeping clear sight lines to the booth(s) next door requires only that the set back rules described above be followed. **For all linear and peninsula booths, this would mean that within the 5' set back area, displays could not be more than 4' high.**

Exhibitors with island or split-island booths are not required to maintain the 5' set back area.

HOW TO APPLY FOR A VARIANCE

Now that the rules and regulations regarding display heights, hanging signs and line of sight have been discussed, below are the instructions for applying for a variance.

Simply fill out the variance request and fax it to IAAPA by no later than **September 8, 2010** for consideration. *Exhibitors must include a plan of the booth space indicating the area for which a variance is requested.* Requests will be reviewed on a case- by-case basis. Decisions made by IAAPA Show Management are final. Booth plan variances approvals are valid only with the official IAAPA stamp, contingent upon show site inspection. Exhibitor plans will be stamped and returned to the exhibitor and should be available on show site upon request.

Exhibitors may communicate directly with companies occupying the adjoining booths regarding submission of a **joint variance request**. A variance request from more than one company must include a written and signed agreement from all parties, with booth plans detailing the variance desired. Approval of a joint variance request will be made following IAAPA review, and a stamped copy of the plans will be returned to the exhibitor.

Variances given for previous shows do not imply approval for IAAPA Attractions Expo 2010. It is the exhibitors' responsibility to verify whether a display meets all IAAPA rules and regulations.