

General Display Rules

Inline Exhibit

Definition

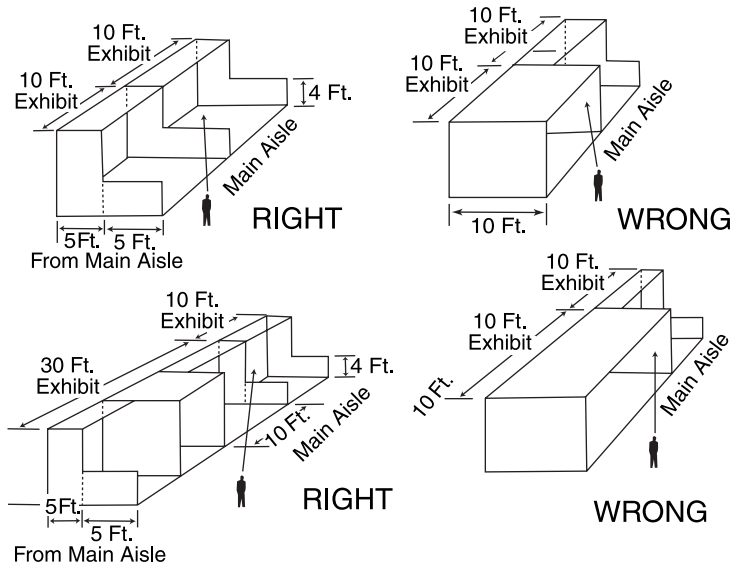
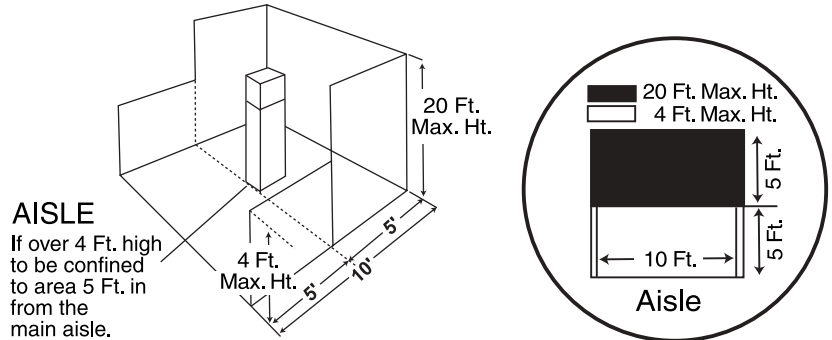
An exhibit with neighboring exhibits on each side and faces only one main aisle.

Standard Exhibit Height

All display material over 4' high, placed within 10' of a neighboring exhibit, must be set back 5' from the main aisle.

Intent

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. Exhibitors with larger space (30 lineal feet or more) should be able to effectively use as much of the total floor space as possible so long as they do not interfere with the rights of others. The limitation on display fixtures over 4' within 10 lineal feet of a neighboring exhibit is intended to accomplish this.



Show rules and regulations are intended to provide guidelines to insure all exhibitors have fair and equal opportunities to market their products and services. A violation of rules will result in show management requiring the exhibitor to modify their exhibit to conform to advertised regulations. Expenses incurred to rectify a violation are the responsibility of the exhibitor.

Corner Exhibit

Definition

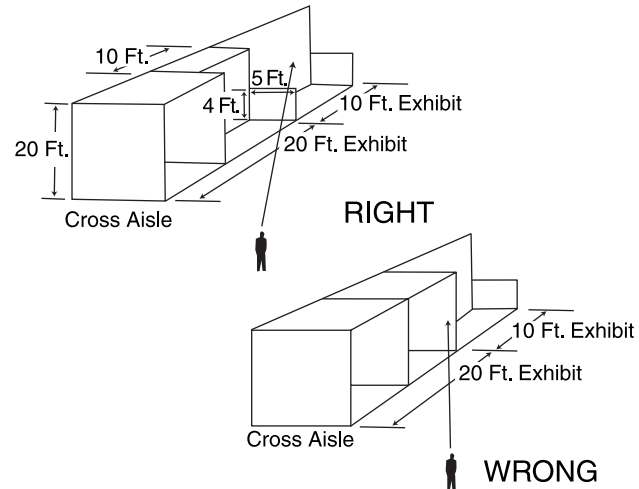
A standard exhibit with at least 20' of main aisle frontage with an adjoining neighboring exhibit on one side and a cross aisle on the other.

Corner Exhibit Height

All display materials over 4' high, within 10' of the neighboring common side, must be placed 5' in from the main aisle.

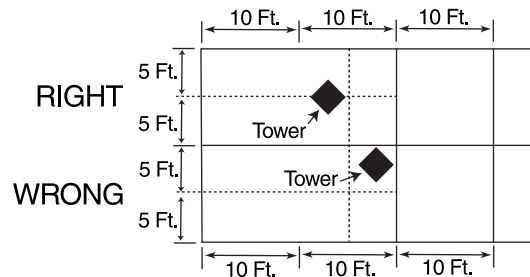
Intent

Exhibitors adjoining corner exhibits are entitled to the same reasonable sightline from the aisle as if they were not next to a corner exhibit.



Towers

If your exhibit includes towers with verbage facing a neighbor or other display material (signs, balloons), over 8' tall, they must be placed at least 5' from the border between your booth and your neighbor.



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Island Exhibit

Definition

An exhibit with no adjoining neighbors and with two sides on the main aisle and two sides on the cross aisle. (Basically this is two Double Corner Units.)

Island Exhibit Height

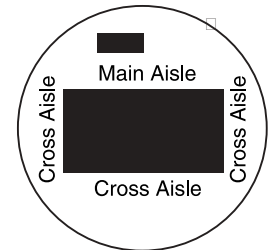
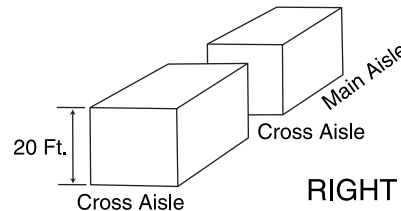
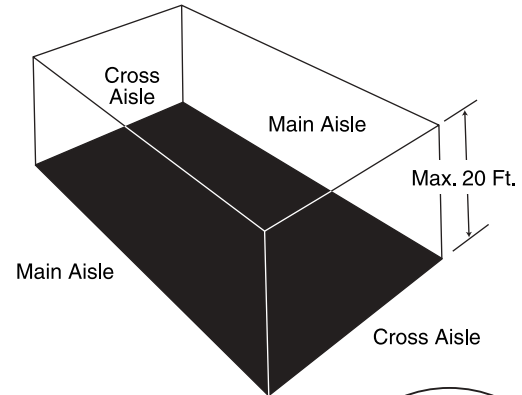
Identification signs, canopies and displays will be permitted to a maximum height of 20' throughout the exhibit area.

Curtains & Displays

Exhibitors will not be allowed to place 20' high blocking curtains or side blocking unattractive displays along main traffic aisles.

Intent

Since an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor space is permitted.



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