

## Inline Exhibit

### Definition

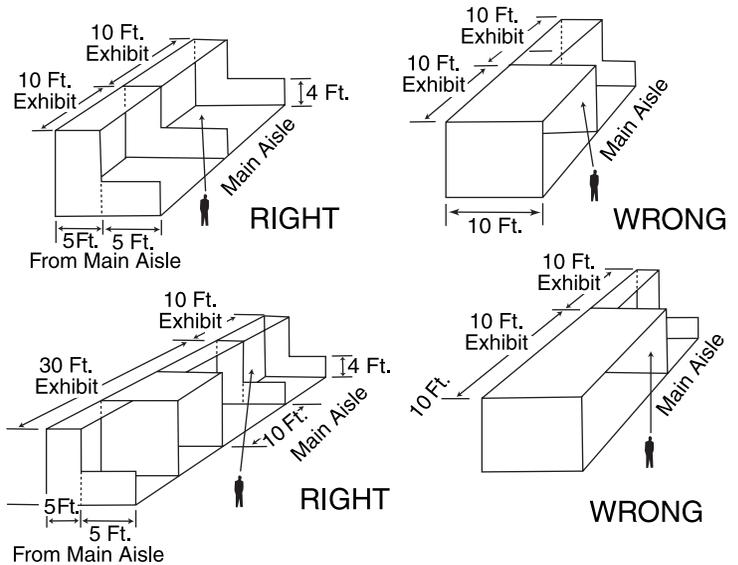
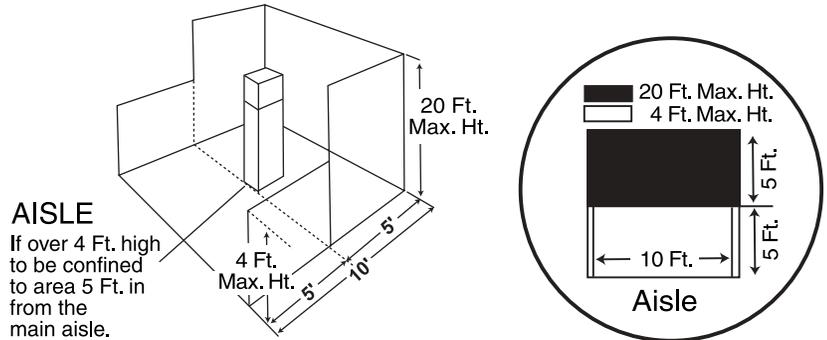
An exhibit with neighboring exhibits on each side and faces only one main aisle.

### 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

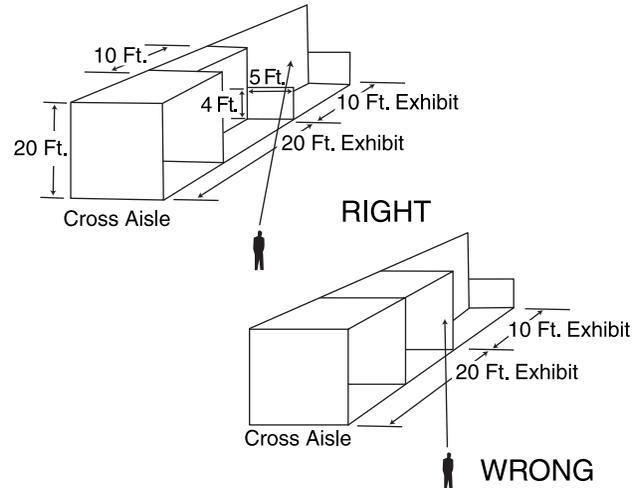
A standard exhibit with at least 20' of main aisle frontage with an adjoining neighboring exhibit on one side and a cross aisle on the other.

## 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.

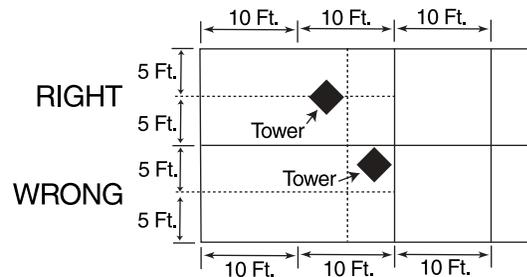
## Intent

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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# Peninsula Exhibit

## Definition

An exhibit with three open sides, two sides on the main aisle and one side on a cross aisle.

## Peninsula Exhibit Height

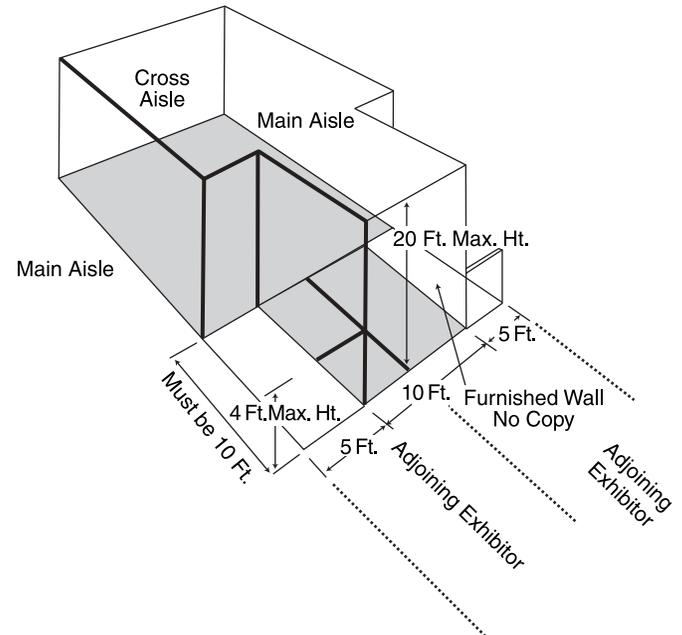
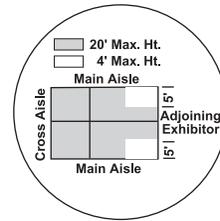
This type of exhibit must limit the length of backwall and placement of all displays over 4' high to 5' from the main traffic aisle (centered in the exhibit) and 10' from the neighboring exhibit. These items must be set back 5' from the main aisle and 10' from the border of the neighboring exhibit.

## Intent

Exhibitors adjoining peninsula exhibits are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard exhibit.

## Curtains & Drapes

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



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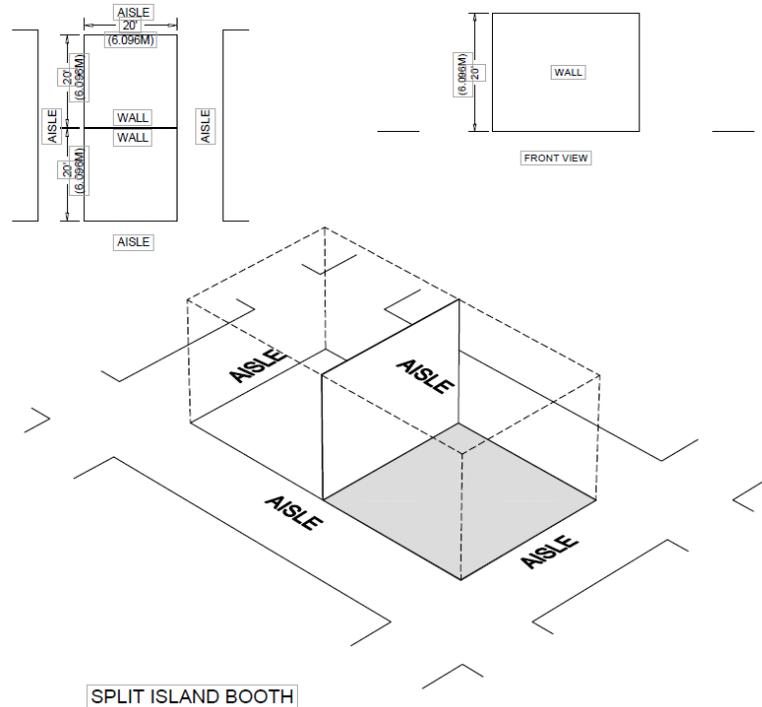
# Split Island Exhibit

## Definition

A Split Island Exhibit is a Peninsula Booth which shares a common back wall with another Peninsula Booth.

## Split Island Exhibit Height

The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. The maximum height range allowance is 20 feet (20'). The entire cubic content of the space may be used up to the maximum allowable height. Double-sided signs, logos & graphics shall be set back ten feet (10') from adjacent booths.



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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

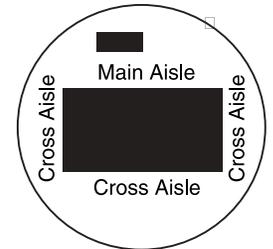
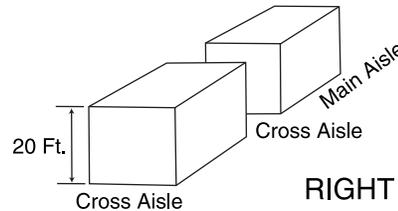
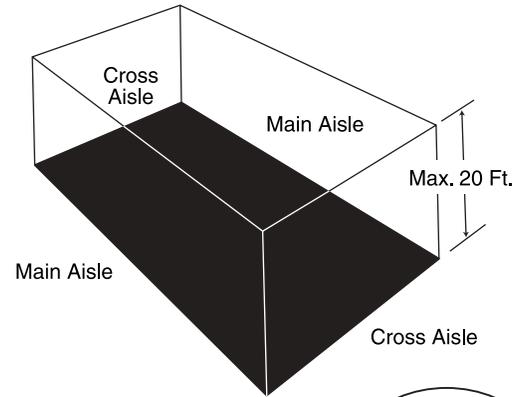
Identification signs, canopies and displays will be permitted to a maximum height of 20' throughout the exhibit area.

## 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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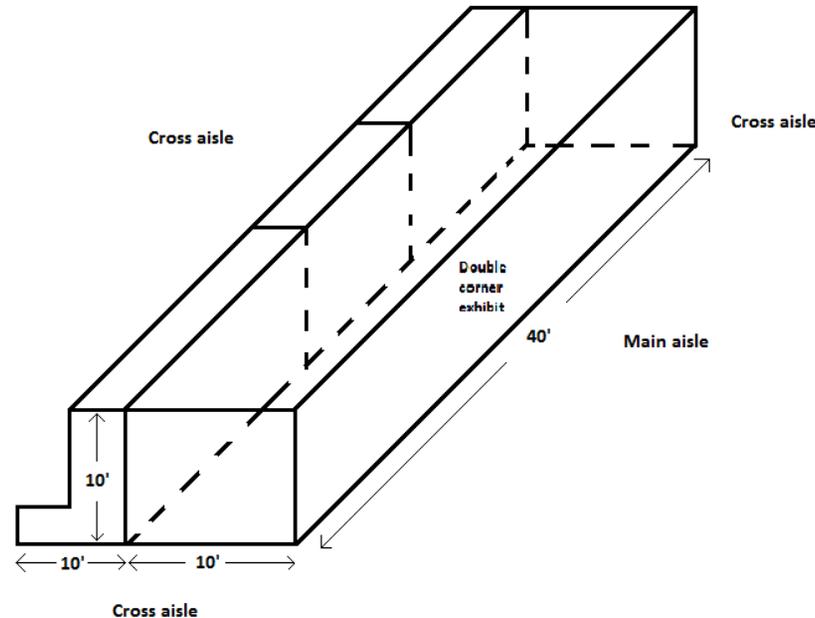
# Double Corner Exhibit

## Definition

Double corner exhibits have three open sides, two sides on the cross aisles and one large open side on the main aisle.

## Height

All displays and equipment up to 20' in height are allowed anywhere within the double corner exhibit area because there is no adjacent neighboring exhibit.



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## Hanging Sign Policies & Procedures

Exhibitors desiring a hanging sign need to adhere to the following conditions:

1. Minimum eligible booth size is **800 square feet** for island, split island, peninsula, and double corner configured booths.
2. Hanging signs are required to be 20' from the floor and up to 25' (top of the sign).
3. Companies that occupy peninsula or split island booths, must position hanging signs at least 5' feet from the back line of the booth if they are rotating and double-sided.
4. **Hanging signs are not permitted for in-line booths.**
5. Signs cannot be hung over aisles, public space, and/or neighboring exhibit space.
6. All sign materials and hanging framework (if applicable) must be shipped to the advance warehouse by the advanced shipment date of **TBD**.
7. All exhibitor hanging signs will be installed before the overall event move-in period begins.
8. Hanging signs that require electricity must be in proper working order and be in accordance with the national electrical code. All **electrical** hanging signs must be installed by Freeman. See rules and regulations in the exhibitor manual for more information.
9. All **non-electrical** hanging signs will be installed exclusively by Freeman. All rigging plans must be submitted to Freeman Rigging Manager three (3) weeks prior to move-in in a DWG format. Hanging sign order forms and information is contained in the Exhibitor Service Manual. ALL HANGING SIGNS WILL NEED TO BE SENT TO THE ADVANCE WAREHOUSE BY THE ADVANCE SHIPMENT DATE OF **TBD**.
10. Freeman will make every attempt to dismantle the signs during your assigned move-out period. In the event they cannot dismantle your sign until after your move-out period, they will make arrangements for packing and shipping to the exhibiting company.

Any questions should be directed to Joan Press, Director, Event Operations  
313-425-3146 or email [jpress@sme.org](mailto:jpress@sme.org).