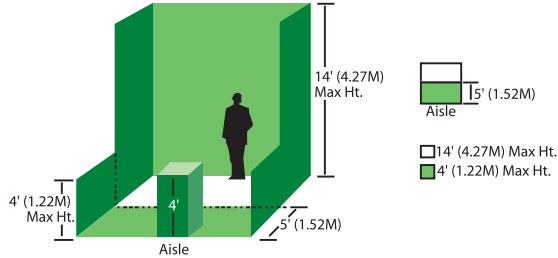


# Exhibit Construction Guidelines

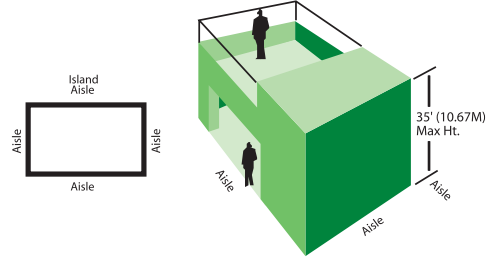
## PERIMETER WALL BOOTH

Definition: Standard booth located on the outer-perimeter wall of the exhibit floor.



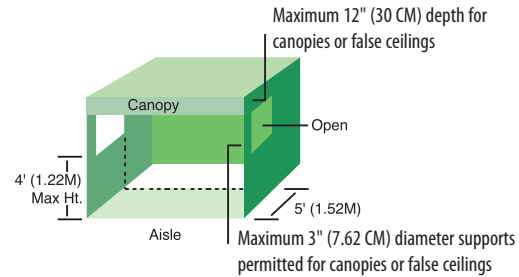
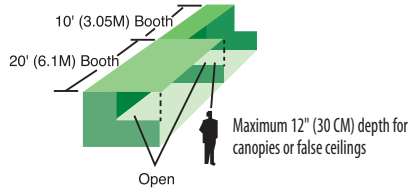
## ISLAND BOOTH

Definition: Island—Exhibit with aisles on four sides.



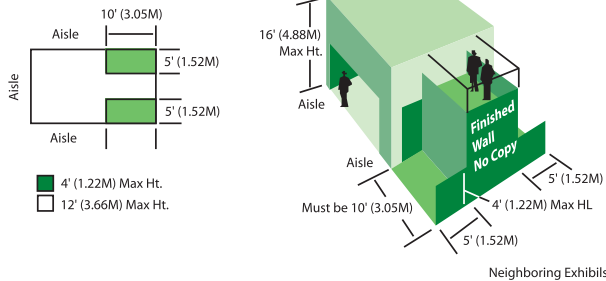
## CANOPIES AND CEILINGS

Definition: An exhibit component supported over an exhibitor's space for decorative purposes only.



## PENINSULA BOOTH

Definition: Exhibit with one or more display levels in four or more standard units back-to-back with an aisle on three sides.



## HANGING SIGNS/BANNERS

Hanging signs, banners, flags or any other exhibit components that must be suspended from the ceiling must adhere to the specific construction and height requirements set forth for each booth type.\* This applies to the entire sign, banner, or exhibit component so that its top must either be at or below the following height:

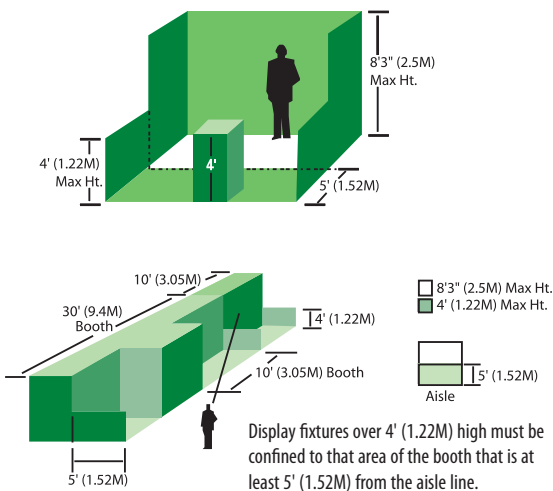
- Island Exhibits.....35'
- Peninsula Exhibits.....16'
- Perimeter Exhibits..... 14'

\*Please note: Hanging signs and/or banners are not permitted in standard back-to-back booths due to the 8'3" height limitation.

Set back at least 25% of the booth's width dimension from the back line of the booth. Length of sign not to exceed 50% of the corresponding dimension of the booth.

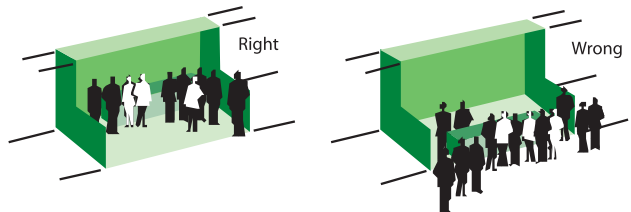
## BACK-TO-BACK BOOTH

Definition: One or more standard units in a straight line (minimum booth size is 10' x 10' = 100 square feet).



## DEMONSTRATIONS/SAMPLING

Definition: The part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling.



## MACHINERY/EQUIPMENT

Machinery and equipment may be displayed in a manner comparable to actual industrial utilization, but should be positioned so as to minimize interference with sightline into neighboring booths and shall be no closer than 12" (30 cm) from the aisle.