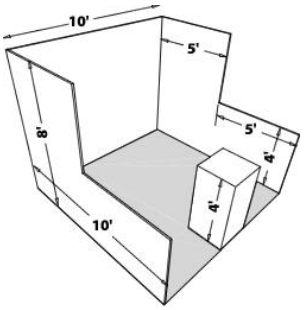
BOOTH DESIGN RULES & REGULATIONS

1. LINEAR / INLINE BOOTHS

a) 10 foot X 10 foot booths



Definition: 100 square foot booths with booths on either side (not corner booths) and with booths behind them (you share a common back wall). Linear booths can also be 10X20, 10X30, etc.

Back wall: **Maximum 8 feet high**. If your booth exceeds 8 feet, the back must be professionally finished and free from company identification, booth number and signage. Any exposed side walls must also be professionally finished.

Side walls: First 5 feet (starting from the back of the booth) can be 8 feet high
The next 5 feet can be a maximum of 4 feet high (this includes products).

Regardless of the number of linear / inline booths used (10X10 or 10X20 or 10X30, etc), **display materials should be arranged so that they do not obstruct sight lines of neighboring exhibitors. Any deviations from these guidelines must be approved by Show Management.**

b) If a 10 x 10 booth is adjacent to a peninsula booth than the wall adjacent to the peninsula booth will be a 8 ft high – 10 feet wide.

c) 10 X 10 perimeter booths

Definition: 100 square foot booths with booths on either side, but NO booths behind them.

Back wall: Maximum 12 feet in height

Side walls: First 5 feet (starting from the back of the booth) can be 8 feet high
The next 5 feet can be a maximum of 4 feet high (this includes products).

The maximum height of 12 feet is allowed only in the back of the booth space. **Display materials should be arranged so that they do not obstruct sight lines of neighboring exhibitors.**

These rules also apply to multiple linear / inline booths, ie. 10 feet X 20 feet, 10 feet X 30 feet, etc.

2. CORNER BOOTH

Definition: A corner booth is a linear / inline booth that is exposed to aisles on two sides. All other guidelines for linear / inline booths apply.

3. PENINSULA BOOTH

Definition: Peninsula booths are exposed to aisles on 3 sides. On the 4th side (the peninsula's back wall), it is adjacent to other booths.

Minimum size: 20 feet X 20 feet.

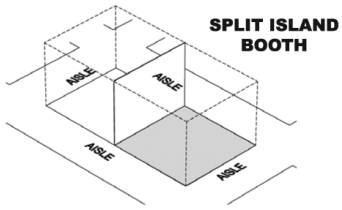
There are two types of Peninsula booths:

a) Standard Peninsula

The booth backs on to linear / inline booths. In this **case the back wall can be the full 20 feet wide across and 8 feet high**.

b) Split Island Peninsula

A Split Island Peninsula occurs when two peninsula booths share a common back wall. In this case, the back wall can be a maximum of 12 feet high for the entire width of the booth, although 8 feet is recommended. It is recommended that you verify the height of the back wall planned by the adjacent exhibitor.

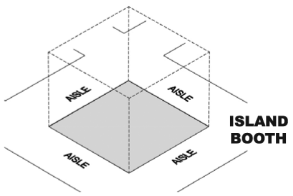


Note: If your back wall will exceed 8 feet and be higher than the adjacent exhibitor's back wall, it is your responsibility to ensure that any exposed back wall (ie., where your back wall is higher than your neighbor's) is clean and professionally finished on the side facing your neighbor, and is free of any signage.

4. ISLAND BOOTH

Definition: Island booths are exposed to aisle on all 4 sides.

Minimum size: 20 feet x 20 feet.



To allow for maximum exposure, and visitor accessibility, we recommend that an island booth does not include a back wall. The entire cubic content of the space may be used up to a maximum allowable height of 16 feet (however we recommend a maximum height of 12 feet).

5. HANGING SIGNS & GRAPHICS

Hanging signs and graphics are permitted over all Standard Peninsula, Split Island and Island booths. Whether they are suspended from above or supported from below, they should comply with all ordinary use-of-space requirements.

Hanging signs and graphics must be a minimum of ten feet (10 ft) from adjacent booths.

Hanging signs are **not permitted** for 10X10 or 10X20 booths.

Hanging signs and graphics may not extend over any aisles.

No advertising message by exhibitors should create unfair competition, nor target or discredit any stakeholder or category of stakeholders within the industry.

6. TOWERS

Definition: A tower is a freestanding display. It must comply with all ordinary use-of-space requirements.

Standard Peninsula booths: Towers can be a maximum height of 8 feet.

Split Island Peninsula booths: Towers can be a maximum height of 12 feet.

Island Booths: Towers can be a maximum height of 16 feet.

Towers taller than 8 feet should be approved in advance by show management.

Any deviations from these guidelines must be approved by Show Management.

If you are not sure if your exhibit meets show regulations, please contact the MCEE Show Office before you finalize your design.

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