

EXHIBIT & DISPLAY RULES AND REGULATIONS

The Show Committee has developed the following Exhibit & Display Rules and Regulations to assist you in the construction of your exhibit. Please read these guidelines carefully in order to avoid timely and costly delays on show site.

ALL STANDARD BOOTHS

May be built to a height not to exceed 8'.

CROSS AISLE EXHIBITS

Companies who have cross aisle exhibits can run their carpet across the aisle. No arches or signs connecting cross aisle exhibits will be allowed. No product or displays may extend into the aisle. Hanging signs are not permitted above the aisle.

ALL ISLAND AND PENINSULA BOOTHS

May be built to a height not to exceed 16'. Hanging signs will be allowed, providing they are hung 20' from the floor to the top of the sign.

APPROVAL OF EXHIBIT CONSTRUCTION

All new exhibit construction must be approved by Event Management.

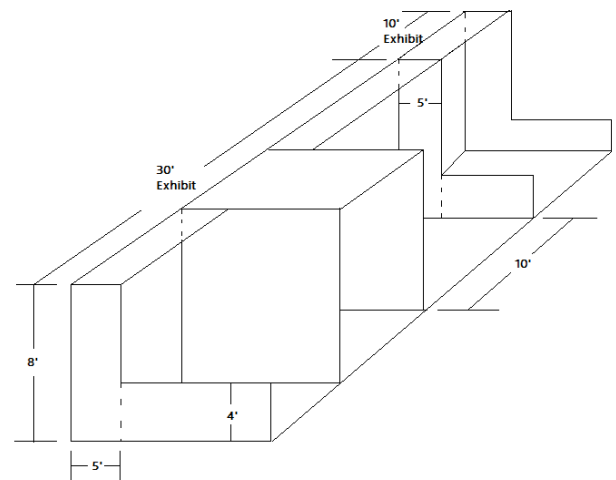
SHIPPING INSTRUCTIONS

Please refer to the **Shipping Information** section of the Online Exhibitor Guide concerning advance and direct shipments.

STANDARD BOOTH

A Standard Booth is any booth 10' depth.

- Booths 10' in depth may be built to a height not to exceed 8' including identification sign.
- The side walls of booths 10' in depth may extend 5' from the back wall at a height of 8', then must drop down to a height of 4' as not to block the sight lines of neighboring exhibitors. All solid opaque structures or exhibit materials over 4' as not to block the sight lines of neighboring exhibitors. All solid opaque structures or exhibit materials over 4' in height are to be confined to within 5' of the back wall of the booth to avoid obstructing the view of adjoining exhibitors.
- Where an exhibitor has an in-line area greater than 20', the center booths (after providing a 10' sight line on each end for their neighboring exhibitor) may be used to the full limit of total floor space.
- Identification of any kind is not allowed on the back wall which adjoins another exhibitor.

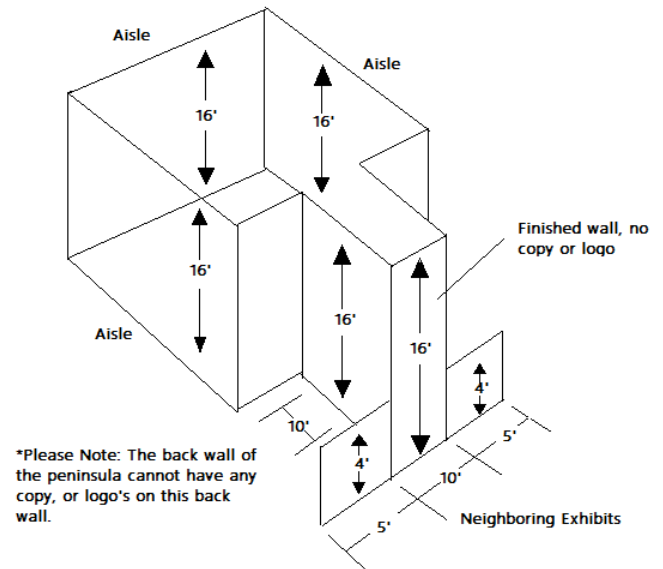


PENINSULA BOOTH

A Peninsula Booth is surrounded by aisles on three sides. The back wall of the peninsula booth is that side of the booth adjacent to that of another exhibit.

Peninsular booths may be built to a height not to exceed 16', with the following restrictions:

1. The back wall may be built to a height of 16', but must drop down to a height of 4', and must remain at 4' height level, 5' in from both side aisles.
2. Any fixture, including product, or any part of the main display that is not part of the 10' wide back wall, which is placed within 10' of the adjacent exhibitor's space, must be built to a height not to exceed 4'.
3. Identification signs, whether they be part of the display, or hanging, must conform to height restrictions (e.g. If a hanging sign is desired, from the floor of the exhibit to the top of the sign cannot exceed 20'.)
4. Identification of any kind is not allowed on the back wall which adjoins another exhibitor. This includes company logos.



ISLAND BOOTH

A Standard Booth is surrounded on all four sides by aisles.

1. Island Booths may be built to a height not to exceed 16'.
2. Identification signs, whether they be part of the display, or hanging, must conform to height restrictions (e.g. If a hanging sign is desired, from the floor to the top of the sign cannot exceed 20'.)

