

EXHIBIT GUIDELINES AND REGULATIONS

Standard Booth

DEFINITION: Exhibit consisting of one or more standard units in a straight line.

HEIGHT

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3" (2.5m).

INTENT—If a portion of an exhibit booth extends above 8'3" (2.5m) high, the exhibit booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

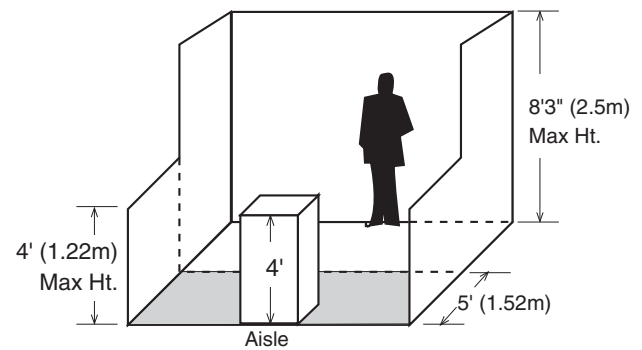
DEPTH

All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line for those exhibits with 10'0" (3.05m) depth or more.

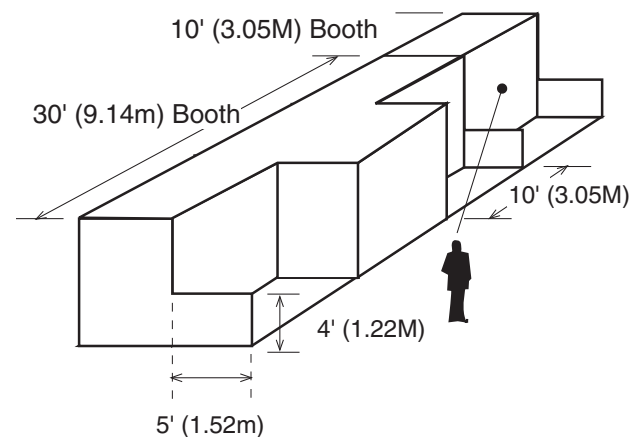
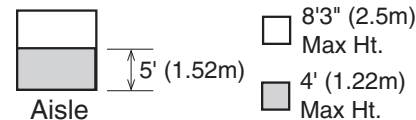
INTENT—Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Exhibitors with larger space—30 lineal feet (9.14m) or more—should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

IMPORTANT

Space dimensions shown on floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.



Display fixtures over 4' (1.22m) must be confined to that area of the booth that is at least 5' (1.52m) from the aisle line.



Perimeter Wall Booth

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

HEIGHT

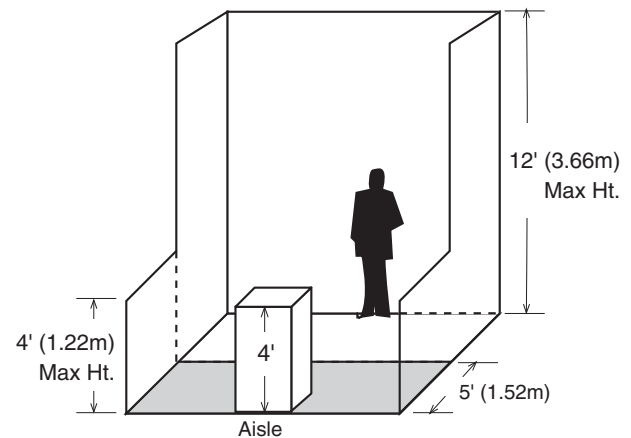
Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12' (3.66m) in perimeter wall booths.

INTENT—Because the outer perimeter booths are not backed up against another exhibitor's booth, display back walls and materials over 8'3" (2.5m) will not interfere with or distract from any other exhibit booth.

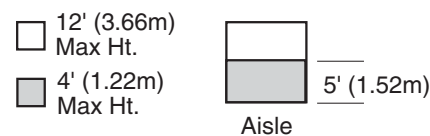
DEPTH

All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line.

INTENT—Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Exhibitors with larger space—30 lineal feet (9.14m) or more—should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.



Display fixtures over 4' (1.22m) must be confined to that area of the booth that is at least 5' (1.52m) from the aisle line.



Cross-Aisle Booth Signage

DEFINITION: A cross-aisle header is a structure spanning the aisle between exhibit booths to display a graphic identity.

HEIGHT/DEPTH

Exhibitors utilizing a minimum of 30 linear feet (9.14 meters) of space, which could be in-line, peninsula or island, facing 30'0" (9.14m) of exhibit space across the aisle can install a cross-aisle header with a maximum height of 12'0" (3.66m), and a minimum height of 8'0" (2.44m). The maximum width of the header from front to back is not to exceed 3'0" (.91m).

Structures must be organized within the display so as not to interfere with any aisle traffic and must be placed a minimum of 2'0" (.61m) from the front line. They must be a minimum of 10'0" (3.05m) from any adjoining exhibit.

Overhead cross-aisle headers are for the purpose of displaying the corporate name, identification or logo only. Graphics are permitted on the two sides of the sign (front/back) facing the main aisle. No graphics are allowed on any other portion of the header structure.

INTENT—To allow exhibitors utilizing more than 600 square feet (55.74 square meters) of exhibit space across a main aisle to add graphic identity to their display. Exhibitors adjoining this type of exhibit are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth. The aisle itself is designated for public use, and must be left open with the exception of the structures approved within these regulations.

IMPORTANT

All exhibitors who qualify and wish to use a cross-aisle header in the design of their display must submit a plan to Exposition Management at least 60 days prior to the move-in date of the event.

Peninsula Booth

DEFINITION: Exhibit which occupies both corners at the end of a row of standard booth with an aisle on three sides.

HEIGHT

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16'0" (4.88m).

INTENT—When an exhibit in a peninsula booth configuration exceeds 8'3" (2.5m), it does not interfere with other exhibitors because it does not back up against another exhibitor's back wall. The extra height is often needed to permit the open walk-through approach normally used in this type of location. The 16'0" (4.88m) height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest with each negating the others' efforts. Also, the 16'0" (4.88m) high exhibit will fit into almost any exposition center, thus permitting each exhibitor to get maximum use of his or her exhibit.

DEPTH

All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of a neighboring exhibit, must be confined to that area of the booth that is at least 5'0" (1.52m) from the aisle line to avoid blocking the sight line from the aisle to the adjoining booth.

INTENT—Exhibitors adjoining peninsula exhibits are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

STRUCTURAL INTEGRITY

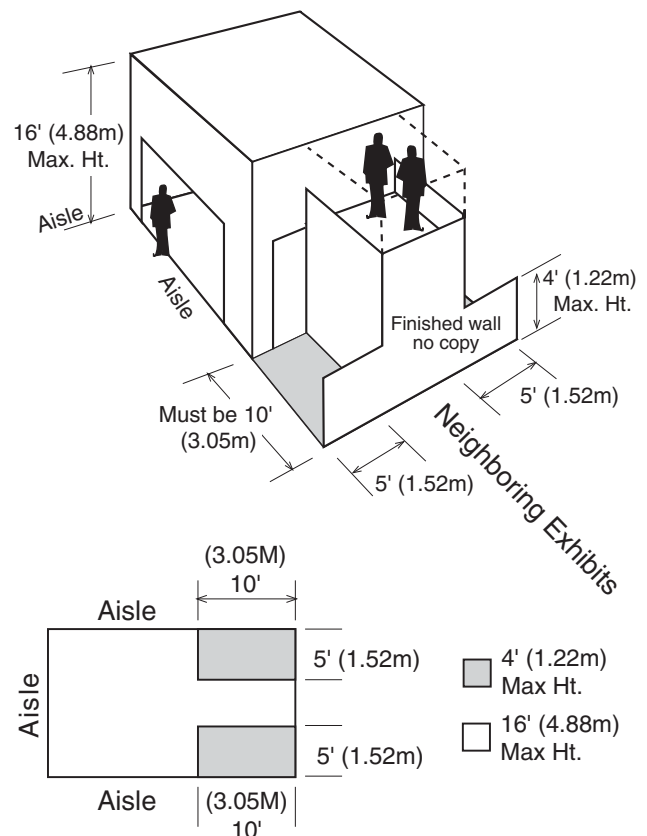
All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 12'0" (3.66m) in height must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.

INTENT—Exhibitors in the vicinity of peninsula exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

IMPORTANT

Peninsula booths are "faced" towards the cross aisle. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit.

Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.



Hanging Signs and Fixtures:

Exhibitors are prohibited from hanging signs or exhibit fixtures from the ceiling structure of McCormick North or South.

NOTE: Lighting fixtures can be hung from the ceiling for exhibits 1,500 sq. ft. or more with approval from Show Management.

Island Booth

DEFINITION: Exhibit with aisles on all four sides.

HEIGHT

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16'0" (4.88m).

INTENT—When an island booth exceeds 8'3" (2.5m), it does not interfere with other exhibitors because it obviously does not back up against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. The 16'0" (4.88m) maximum height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest with each negating the other's efforts. Also, the 16'0" (4.88m) high exhibit will fit into most exposition centers, thus permitting each exhibitor to get the maximum use of his or her exhibit.

DEPTH

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

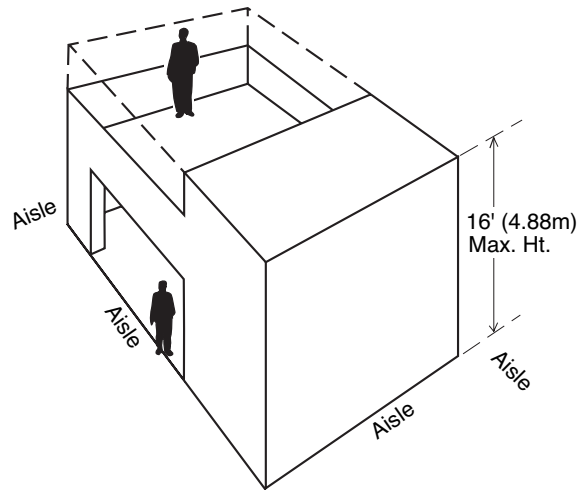
STRUCTURAL INTEGRITY

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 12'0" (3.66m) in height must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.

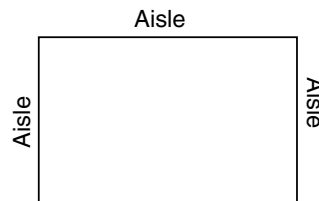
INTENT—Exhibitors in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

IMPORTANT

Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.



□ 16' (4.88m)
Max. Ht.



Hanging Signs and Fixtures:

Exhibitors are prohibited from hanging signs or exhibit fixtures from the ceiling structure of McCormick North or South.

NOTE: Lighting fixtures can be hung from the ceiling for exhibits 1,500 sq. ft. or more with approval from Show Management.

Towers

DEFINITION: A free standing exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.

HEIGHT/DEPTH

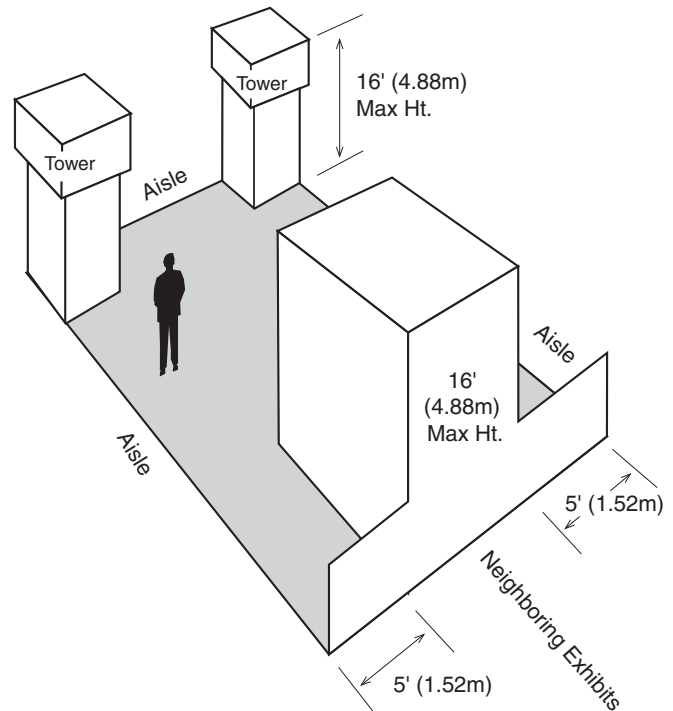
Towers will be permitted to a height and depth that correspond to the height and depth regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are part of a peninsula exhibit will not exceed 16'0" (4.88m) in height, and will not be placed within 10 lineal feet (3.05m) of a neighboring exhibit unless they are confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line to avoid blocking the sight line from the aisle to the adjoining booth.

INTENT—Towers are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. The maximum height and depth regulations have been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest, while also assuring exhibitors who are adjoining exhibits with towers of the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

STRUCTURAL INTEGRITY

All towers in excess of 12'0" (3.66m) must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the tower is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure designed is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings.

INTENT—Exhibitors adjoining exhibits with towers are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.



Hanging Signs and Fixtures:

Exhibitors are prohibited from hanging signs or exhibit fixtures from the ceiling structure of McCormick North or South.

NOTE: Lighting fixtures can be hung from the ceiling for exhibits 1,500 sq. ft. or more with approval from Show Management.

Canopies and Ceilings

DEFINITION: Exhibit component supported over an exhibitor's space for decorative purposes

HEIGHT

Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. For example, canopies will not exceed 8'3" (2.5m) in height in a standard booth configuration. Furthermore, the canopy or false ceiling will not exceed 1'0" (30cm) in depth and cannot be used for identification or display purposes.

INTENT—Exhibitors requiring canopies or false ceilings to create the desired exhibit environment within their booth space should be allowed to do so as long as the canopy and its support structure does not violate the intent of the height or depth regulation.

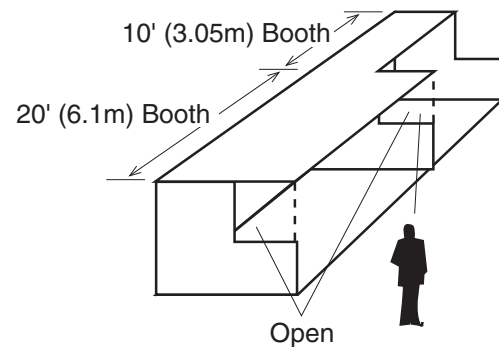
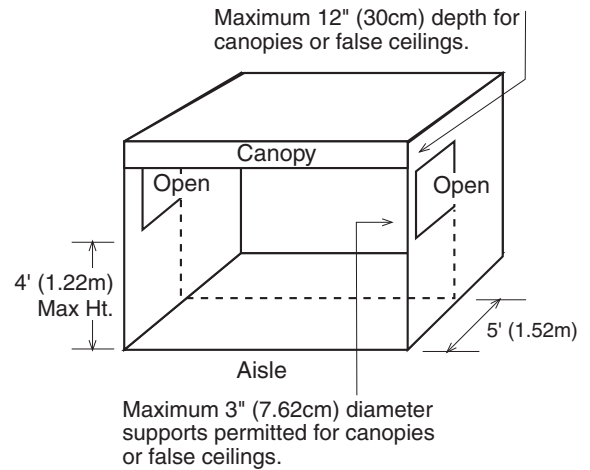
DEPTH

Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing that the support structure will not exceed 3" (7.62cm) in width when placed within 10 lineal feet (3.05m) of an adjoining exhibit and not confined to the area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line. Furthermore, canopies, false ceilings or umbrellas will not be used for identification or display purposes except as would normally be allowed for any exhibit component within the regulations set forth for the exhibit configuration.

INTENT—Exhibitors adjoining exhibits with canopies are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

IMPORTANT

Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.



Hanging Signs and Fixtures:

Exhibitors are prohibited from hanging signs or exhibit fixtures from the ceiling structure of McCormick North or South.

NOTE: Lighting fixtures can be hung from the ceiling for exhibits 1,500 sq. ft. or more with approval from Show Management.