

### Linear, Corner, & Perimeter Booths

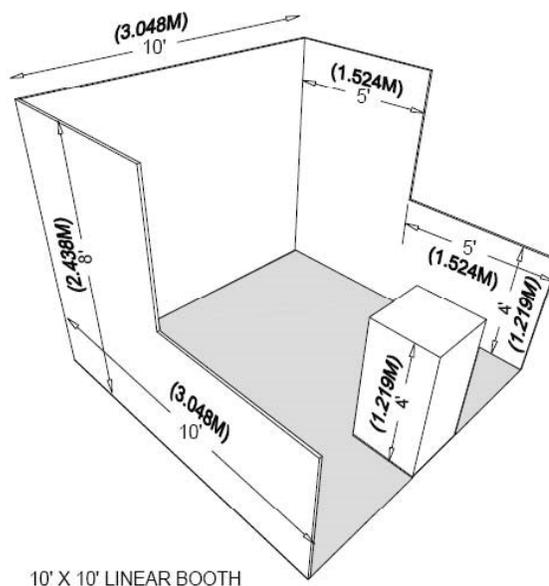
- Linear booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the numbered aisle.
- Corner booths must adhere to the same guidelines as linear booths with the exception that two sides will be exposed to the aisle.
- Perimeter booths are linear booths that back up against a wall of the facility, not to another line of exhibits.

### **Dimensions:**

- Linear, Corner & Perimeter booths are commonly ten feet (10') wide and ten feet (10') deep, i.e., 10' x 10'.
- The maximum back wall height limitation is eight feet (8') for Linear & Corner booths and twelve feet (12') for Perimeter booths.

### **Use of Space – Line of Sight Rule:**

- Line of Sight is required in **ALL** linear, perimeter and corner booths for a maximum height of 8'.
- All exhibit components along with the sidewalls and back wall must be completely finished, painted, and with no exposed wires or framing visible. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.
- Structures with double-sided signs, including signs that are backlit, are **NOT** permitted in a line-of-sight configuration under the Line of Sight Guidelines. If an exhibitor has such a booth, the exhibitor is responsible for covering the back of the exhibit components. Backlit signage must be covered with a black-out material.
- Keep a consistent line of sight. You cannot go higher than 4' within the front 5' of depth of the booth to avoid obstructing the view of adjoining exhibitors. This applies to all single and multiple booths set up in a straight line.



**Signage Regulations**

No banners and/or signage will be hung above a booth unless it has been approved by Show Management.

**Size and Height Restrictions**

Overhead Banners are not permitted for Inline, Corner and Linear Booths.

**Exhibit Displays**

Display areas should be arranged in a manner so as not to obstruct sight lines of neighboring exhibitors. They also must be organized within the exhibitor's space so as not to interfere with any traffic down the aisle. Should attendees interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, Show Management will require that the display be moved further into the booth space or removed entirely.

**Intent**

The aisles are the property of the entire show, and each exhibitor has the responsibility to assure proper flow of traffic. When large crowds gather and interfere with the flow of traffic down the aisles or crowd in neighboring booths, it is an infringement on the rights of other exhibitors. Aisles must not be obstructed at any time.

**Storage**

Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes/hard walls or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem, or look unsightly.

**Fire Code Regulations**

All exhibit materials (including chairs) must be kept out of the aisles. Booth materials must be flame retardant to the satisfaction of the Fire Marshal by a flame-retardant certification or ability to pass on-site flame test. See the Fire Regulations section within this manual for more information.