

## Display Rules

### Linear Booth

#### Definition

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

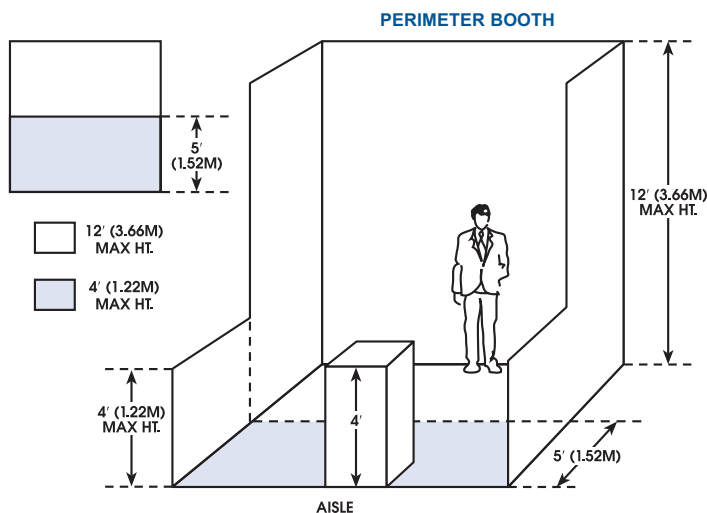
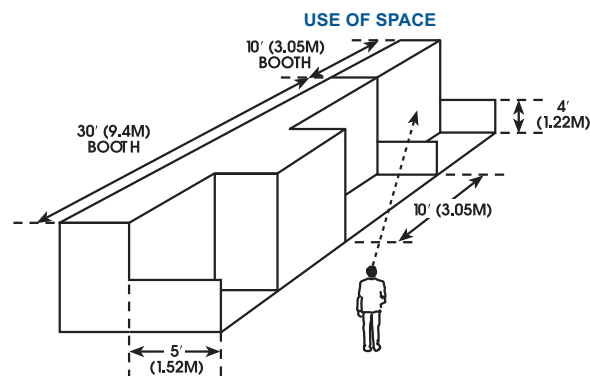
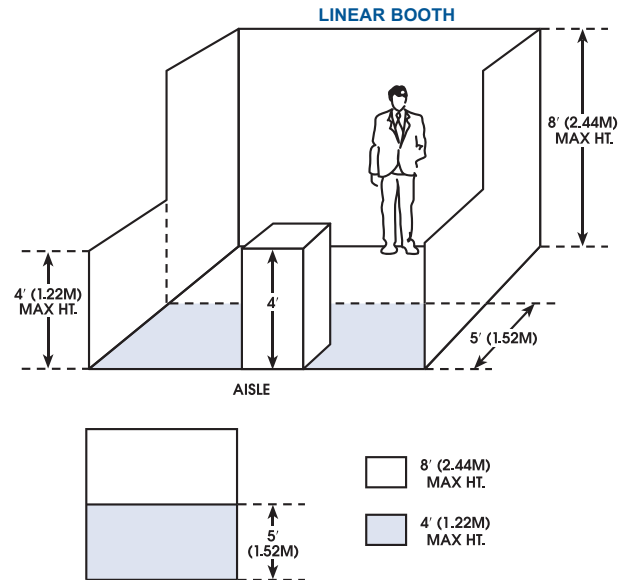
#### Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10' (3.05m) has become the *de facto* standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10' (3.05m) wide and 10' (3.05m) deep, i.e., 10' x 10' (3.05m x 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

#### Use of Space

Regardless of the number of Linear Booths utilized, e.g., 10' x 20' (3.05m x 6.10m), 10' x 30' (3.05m x 9.14m), 10' x 40' (3.05m x 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' (2.44m) is allowed only in the rear half of the booth space, with a 4' (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Hanging signs are not permitted in linear booths.

**Note:** When three or more Linear booths are used in combination as a single exhibit space, the 4' (1.22m) height limitation is applied only to that portion of exhibit space which is within 10' (3.05m) of an adjoining booth.



### Corner Booth

#### Definition

A Corner Booth is a Linear Booth exposed to aisles on two sides.

### Perimeter Booth

#### Description

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

#### Dimensions and Use of Space

All guidelines for Linear Booths apply to perimeter booths except that the typical maximum back wall height is 12' (3.66m).

## Display Rules



February 29-March 2, 2012  
Orange County Convention Center  
Orlando, Florida

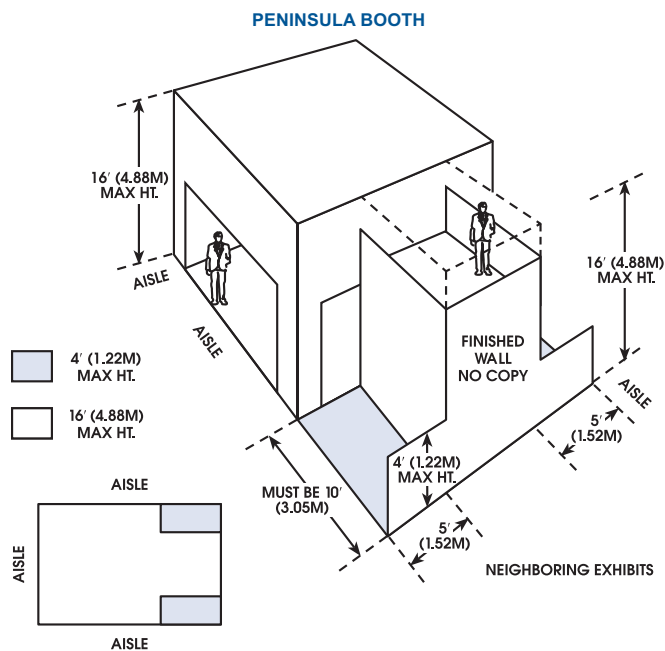
### Peninsula Booth

#### Definition

A Peninsula Booth is exposed to an aisle on three (3) sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as “split island booth.”

#### Dimensions

A Peninsula Booth is usually 20' x 20' or larger. When a Peninsula Booth backs up to two linear booths, the backwall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16') is a typical maximum height allowance, including signage for the center portion of the backwall.



### Island Booth

#### Definition

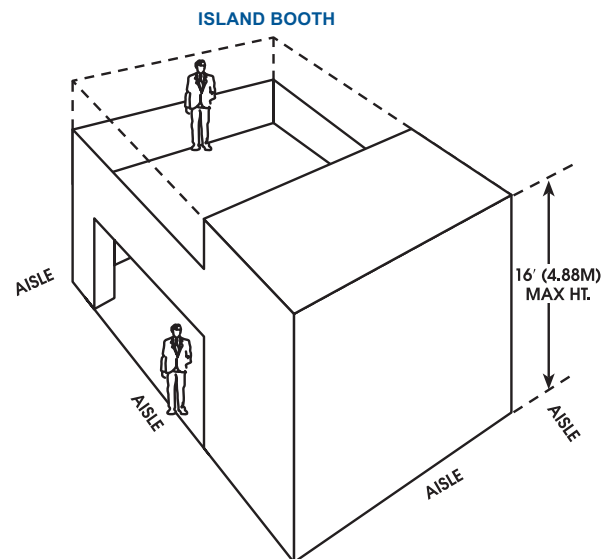
An Island Booth is any size booth exposed to aisles on all four sides.

#### Dimensions

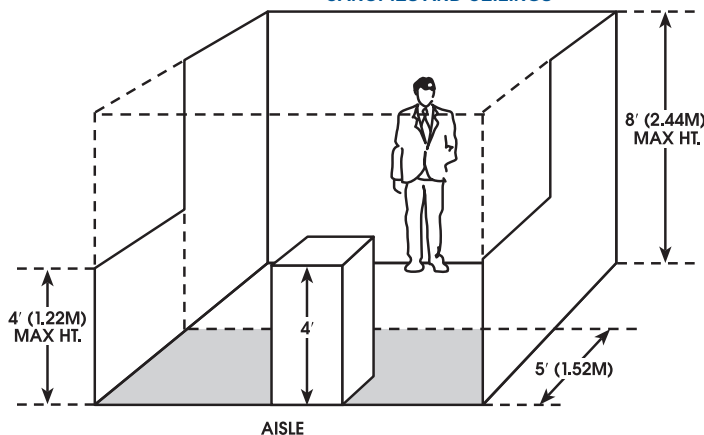
An Island Booth is typically 20' x 20' or larger.

#### Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is usually sixteen feet (16') including signage.



### CANOPIES AND CEILINGS



### Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with the line of sight requirements.

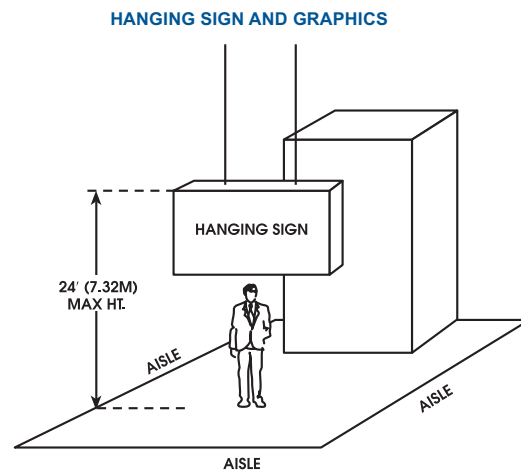
The base of the Canopy should not be lower than seven feet (7') from the floor within five feet (5') of any aisle. Canopy supports should be no wider than three inches (3'). This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings AISLE and other similar coverings.

## Hanging Signs and Graphics

Hanging signs and graphics are permitted in all standard Peninsula and Island Booths only, usually to a maximum height of twenty four feet (24'). Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type).

Hanging signs and graphics should be set back ten feet (10') from adjacent booths.

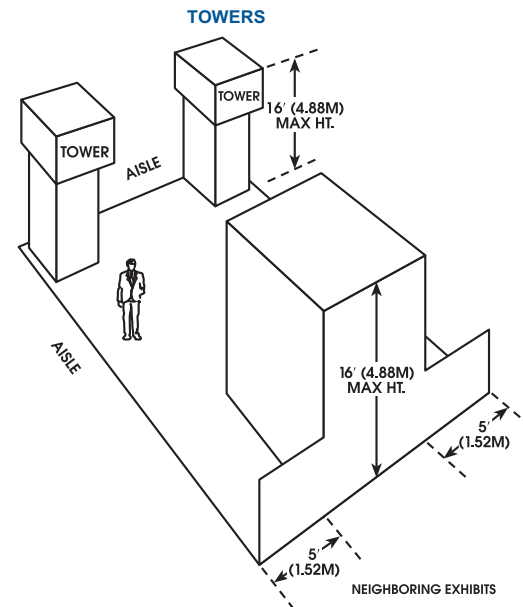
Requests for the use of hanging signs and graphics must be submitted to the exhibition organizer at least 60 days prior to installation. Drawings should be available for inspection.



## Towers

A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used.

Towers in excess of eight feet (8') should have drawings available for inspection. Fire and Safety regulations in many facilities strictly govern the use of towers. A building permit may be required.



## Issues Common to All Booth Types

### Americans with Disabilities Act (ADA)

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and from Web site [www.usdoj.gov/crt/ada/infoline.htm](http://www.usdoj.gov/crt/ada/infoline.htm).

### Structural Integrity

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

Exhibits should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them.

### Flammable and Toxic Materials

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flameproofing certificate should be available for inspection.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency with the facility.

### Electrical

Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested:  
All 110-volt wiring should be ground three-wire.

- Wiring that touches the floor should be “SO” cord (minimum 14-gauge/three-wire) flat cord, which is insulated
- Cord wiring above floor level can be “SJ” which is rated for “hard usage.”
- Using zip cords, two-wire cords, latex cords, plastic cords, lamp cords, open clip sockets, and two-wire clamp-on fixtures is not recommended and is often prohibited. Cube taps are not recommended and are often prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in-over-load protectors.

### Lighting

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of exhibit space. Exhibitors intending to use hanging light systems should submit drawings to exhibition management for approval.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting that is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by Exhibition Management.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.

### Storage

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

### Demonstrations

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation and demonstration areas to ensure compliance.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of three feet (3') and/or install hazard barriers as necessary to prevent accidental injury to spectators. Sound demonstrations should not exceed 85 decibels. Additionally, demonstrations should only be conducted by qualified personnel.

### Sound/Music

In general, exhibitors may use sound equipment in their booth(s) as long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed 85 decibels.

Exhibitors should be aware that music played in their booth(s), whether live or recorded, may be subject to laws governing the use copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

Excerpted Exhibitor Display Rules from IAEE's Guidelines for Display Rules and Regulations—2011 Update.