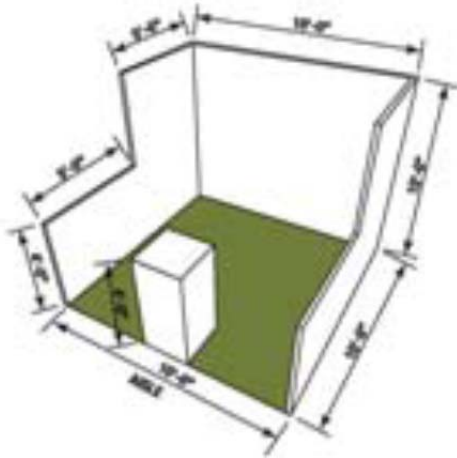


# Exhibit Booth Specifications

Please review the following booth specifications to ensure that your display meets the Exhibit Specifications. If your booth does not meet these specifications, you must submit a rendering of your display to Show Management for review. All booths, regardless of size, are required to follow these guidelines. For questions regarding booth specifications, please contact Show Management at 972.536.6398. To avoid additional costs (i.e. design cost or tear down of an unapproved structure) please obtain written approval before beginning production or construction of multi-story or covered exhibits. For advance approval and additional information, please email [Nicole Rohmer](mailto:Nicole.Rohmer)

## LINEAR BOOTHS & PERIMETER BOOTHS

Regardless of the number of Linear Booths utilized, (e.g. 10' x 20', 10' x 30', 10' x 40', etc.) display materials should be arranged in such a manner so as not to obstruct sight

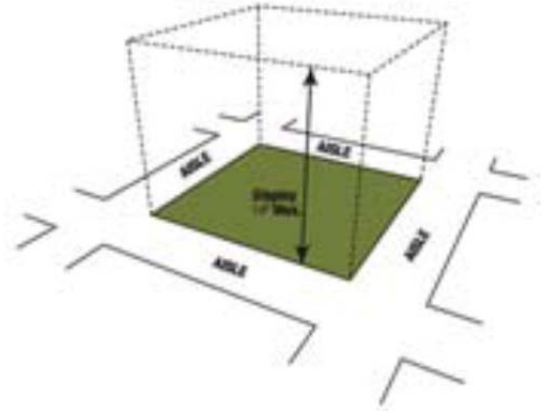


lines of neighboring exhibitors. The maximum height of ten feet (10') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear Booths are used in combination as a single exhibit space, the four foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.) Hanging Signs are not permitted over linear

booths. \* If your booth exceeds the 8' high back drape it must be professionally finished and free from company ID, booth number and all signage. Any exposed side walls visible over the drape must also be professionally finished.

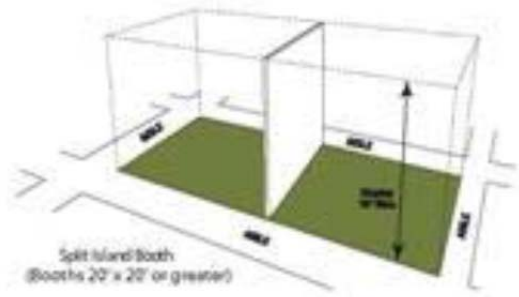
## ISLAND

The entire cubic content of the space may be used up to the maximum allowable height, which is fourteen feet (14'), including signage. Hanging signage from ceiling is permitted in Island Booths that are 400 square feet and larger, but must be pre-approved by Show Management and must be hung no higher than 14 feet up from the floor. Island Booths utilizing perimeter walls should submit booth renderings to Show Management for review.

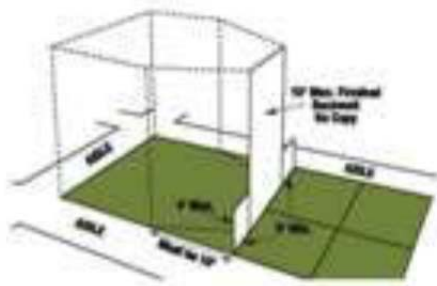
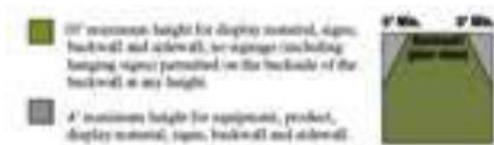


## SPLIT ISLAND BOOTH

A Split Island Booth is a Peninsula Booth which shares a common backwall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line of sight restrictions. Fourteen feet (14') is the maximum height allowance including signage. The entire cubic content of the space may be used up to the maximum allowable height. Hanging Signs are not permitted over booths smaller than 400 sq. ft.



## PENINSULA BOOTH AND END CAP BOOTHS



A Peninsula Booth is exposed to aisles on three (3) sides and are most commonly 20' wide and 20' deep. An End Cap Booth is exposed on three (3) sides are most commonly 20' wide and 10' deep. The same principles apply regardless of booth size. Display material, signage (including hanging signs), sidewalls and backwall will be permitted up to a maximum height of 10'; except

in the 5' section on each side of the backwall which has a 4' maximum height for equipment, product, display material, signs, sidewall and backwall. No signage (including hanging signs) is permitted on the backside of the backwall.

## **CANOPIES & COVERED CEILINGS**

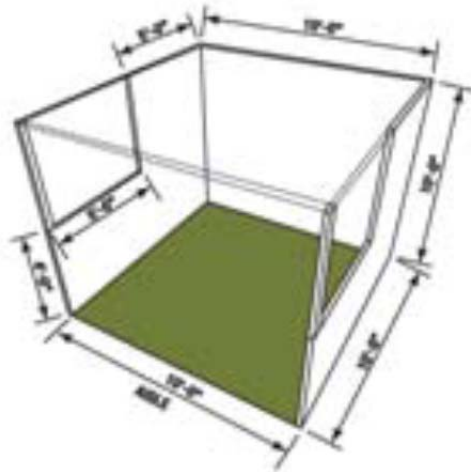
*Canopies*, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter

Booths should comply with line of sight requirements (see "Use of Space for Linear or Perimeter Booths"). Canopies: The base of the Canopy should not be lower than five feet (5') 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 and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.

*Covered Ceilings*: If a ceiling will be used in an exhibit, plans must be submitted to Show Management at least 120 days before the show so that approval may be obtained from the Fire Marshal. Failure to submit plans for approval could result in the closing/removal of the exhibitor's booth.



## **HANGING SIGNS & GRAPHICS**

Hanging signs and graphics are permitted over all Island Booths 400 sq. ft. or larger.

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 &

Graphics should be set back ten feet (10') from adjacent booths. Approval for the use of Hanging Signs & Graphics that fall outside of the stated guidelines will need to obtain

approval by Show Management at least 60 days prior to installation. Please contact Show Management at 972.536.6398 to review this information.

## **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.

## **UNFINISHED WALLS**

Any unfinished walls are subject to review by Show Management. Should Show Management deem the backside of the booth "unsightly" and/or does not conform to the overall quality of the show, the exhibitor may be required to drape the backside of the booth at the exhibitor's expense.