

## INLINE BOOTH

### DEFINITION

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.

#### Intent

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the 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.

#### Structural Integrity

All exhibit fixtures; especially portable or "pop-up" booths must be erected in a manner to withstand normal contact or vibration due to outside forces such as wind, the movement of fork-lifts, heavy machinery or equipment, and unintentional contact on the part of cleaners, laborers or neighboring exhibitors. Exhibit fixtures should always be erected on a concrete floor (where possible) and the use of shelves and racks for product or literature display should only be attempted with fixtures designed to support such a loading. Exhibitor must mask all displays with unsightly back/side walls.

**IMPORTANT:** Space dimensions shown on floor plan are from centerline 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.

#### Intent

Exhibitors adjoining portable or "pop-up" booths are entitled to reasonable safety precautions.

#### Storage

Exhibitors are reminded that the storage of excess literature, product, or packing materials and cases, behind the exhibit back drape is strictly prohibited in every major exhibit facility in the U.S. In most cases, a limited supply of literature and/or product may be stored within the booth area, as well as fire retardant shipping cases, as long as these materials do not block access to the utility service or appear unsightly from the aisle.

#### Intent

Exhibitors with small exhibit presentations who have purchased portable or "pop-up" displays and who do not require the services of the labor or drayage contractor, should be allowed to keep their materials within the confines of their rented booth space, as long as they do not create a safety problem or appear unsightly to the neighboring exhibits.

