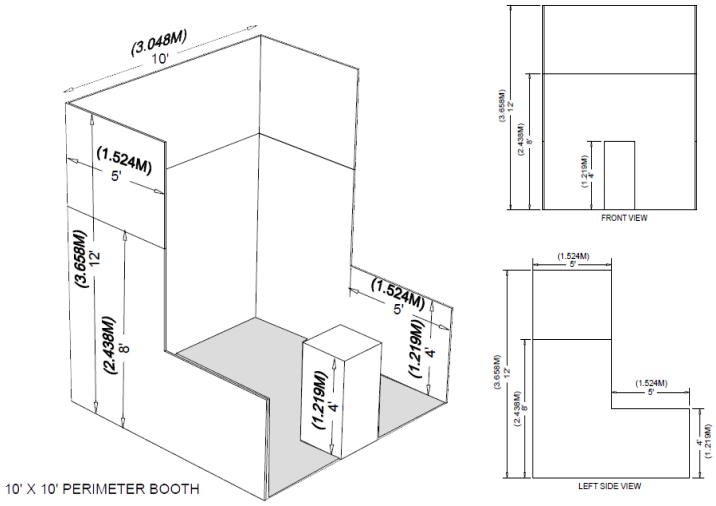
HIMSS 27 by informa
April 5–8 Chicago

PERIMETER WALL BOOTH

DEFINITION: Standard booth located on the outer-perimeter wall of the exhibit floor. Hanging signs not permitted in perimeter booths.



The intent of these regulations is to allow for the best use of booth space without interfering with or obstructing neighboring exhibitors. These regulations allow for reasonable sight lines from the aisles and open access to attendees walking the aisles. Show Management reserves the right to remove or modify elements, at the expense of the exhibitor, if the display does not meet the specifications set forth in this document.

DEPTH

All display fixtures over 4' (1.22m) in height and placed within 10 linear 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.

HEIGHT

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

Information Classification: General

***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.*

Exhibitors considering a perimeter-wall booth in order to take advantage of the extra height permitted should design their exhibit so that it can be used either at the 8' (2.44m) height or the 12' (3.66m) height, so that it can be used in all future shows even if a perimeter-wall space is not available.

Last-minute changes to your booth can be costly. Informa would like to provide guidance during your booth design process to ensure that all rules and regulations are met and that your company does not incur any charges for last-minute changes. Please contact HIMSSCustomerSuccess@informa.com with any questions.

Information Classification: General