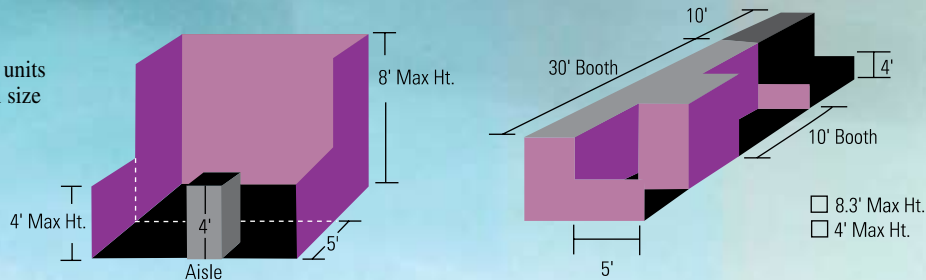


# EXHIBIT CONSTRUCTION RULES

If you have questions or need clarification regarding exhibit construction rules please contact our show management at 917-373-9928

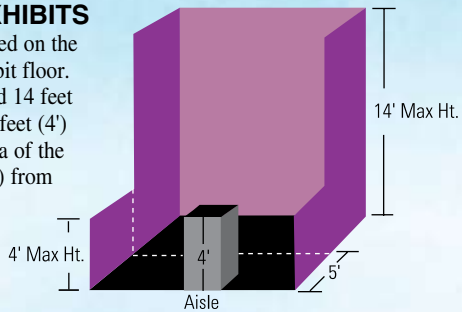
## STANDARD EXHIBITS

Definition: One or more standard units in a straight line (minimum booth size is 10'x10' = 100 square feet.)



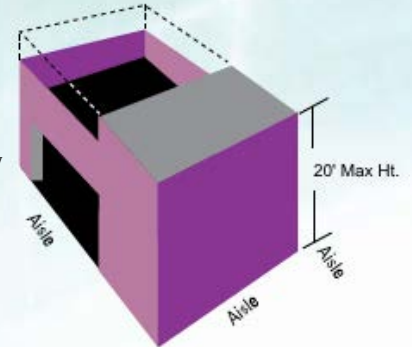
## PERIMETER-WALL EXHIBITS

Definition: Standard booth located on the outer-perimeter wall of the exhibit floor. Back wall height may not exceed 14 feet (14'). Display fixtures over four feet (4') high must be confined to the area of the booth that is at least five feet (5') from the aisle line.



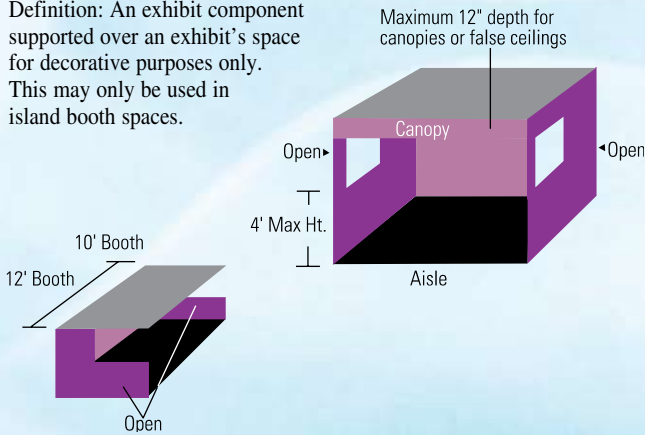
## ISLAND EXHIBITS

Definition: Exhibit with one or more display levels 400 square feet or greater with aisles on all four sides. Height of display material may not exceed 20 feet (20').



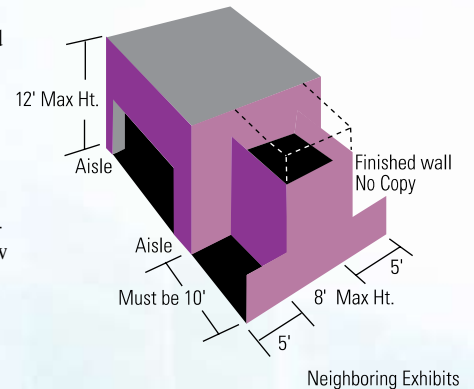
## CANOPIES AND CEILINGS

Definition: An exhibit component supported over an exhibit's space for decorative purposes only. This may only be used in island booth spaces.



## PENINSULA EXHIBITS

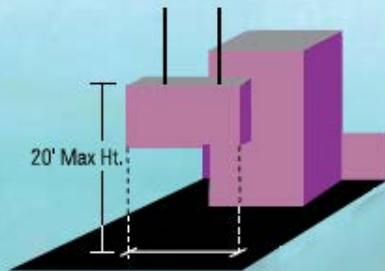
Definition: These booths are surrounded by three aisles. For booths 400 square feet or greater that back up to another booth of equal or greater size, the dividing back wall may reach a maximum height of 12 feet (12'). The back of the dividing back wall must be clean and clear of any logos, names, or graphics. For any booth that backs up to a row of inline booths, the back wall may not exceed eight feet (8') in height for half of the distance ten feet (10') centered. The remaining five feet (5') on either side may not exceed four feet (4') in height, to avoid blocking the visual sightline to the connected inline booths.



## HANGING SIGNS

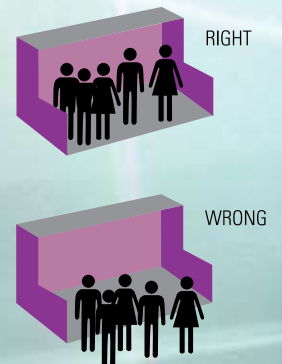
Definition: An exhibit component may be suspended above an island or split island of 400 square feet or more for purpose of displaying graphics or identification.

The top of the sign may not exceed twenty feet (20') in height.



## DEMONSTRATIONS

Definition: Interaction of exhibit personnel and their audience through corporate presentations, product demonstrations, or sampling. All presenters and observers must be inside the booth where the presentation is being done. No one should stand in the aisle.



## TO ALL EXHIBITORS DISPLAYING MACHINERY, EQUIPMENT OR VEHICLES:

All machinery, equipment and vehicles must be placed at least one foot (1') in from the edge of your booth. No exhibited

product may extend out over the aisle in the air or at floor level. Additional requirements may be found in the Terms and Conditions on the back of the Exhibit Space Application contained within this brochure.