

PERIMETER BOOTHS

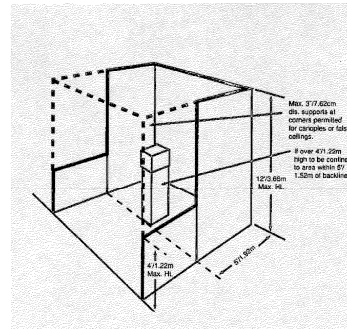
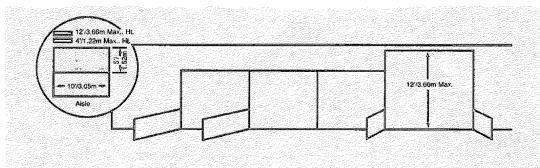
DEFINITION: STANDARD BOOTH LOCATED ON THE OUTER PERIMETER WALL OF THE FLOOR PLAN.

DEPTH

All display fixtures over 4 feet in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitor's space which is within 5 feet of the backline.

INTENT

Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of its exhibit. Exhibitors with larger space (30 lineal feet 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 feet and within 10 lineal feet of a neighboring exhibit is intended to accomplish both of these aims.



HEIGHT

Exhibit materials up to 12 feet in height will be permitted in perimeter wall booths. Unlimited height for equipment **ONLY** is permitted in the rear half of a perimeter booth.

INTENT

Since outer perimeter booths are not backed against another exhibitor's booth, display backwalls and materials over 8 feet will not interfere with or distract from any other exhibit booth.

NOTE

Exhibitors considering a perimeter booth in order to take advantage of the extra height permitted should design their exhibit so that it can be used at both the 8 foot height and the 12 foot height so that it can be used in any future shows even if a perimeter wall space is not available.