

BOOTH GUIDELINES

NEW! The AAP has removed its NO HANGING SIGN RULE.

Linear Booth

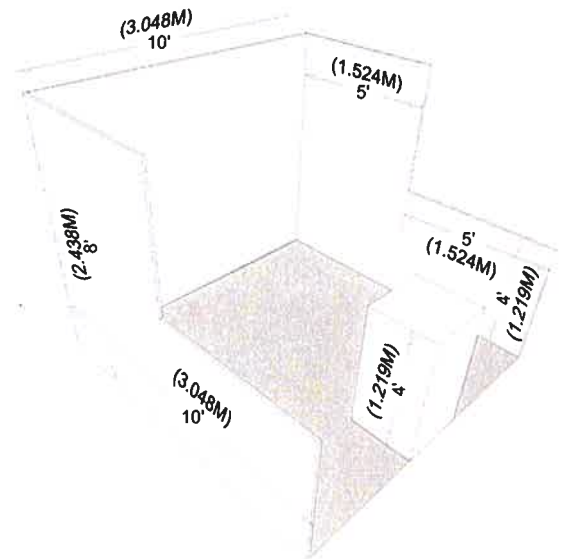
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths.

Dimensions

For reconfiguration, floor plan design in increments of 10 feet (3.05 meters) have become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10 feet (3.05 meters) wide and 10 feet (3.05 meters) deep, i.e. 10 feet by 10 feet (3.05 meters by 3.05 meters). A maximum back wall height limitation of 8 feet (2.44 meters) is generally specified.

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) 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 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



Corner Booth

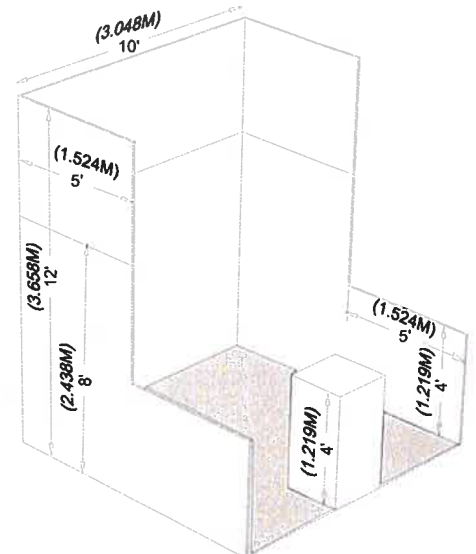
A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).



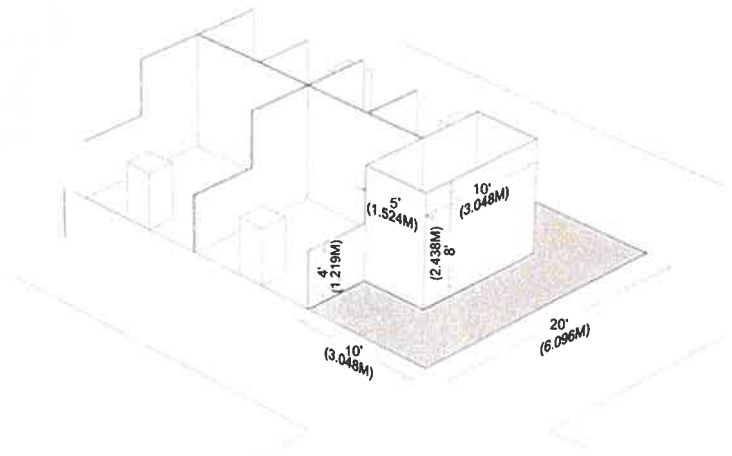
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End-cap Booth

An End-cap Booth is exposed to aisles on three sides and composed of two booths.

Dimensions

Endcap Booths are generally 10 feet (3.048 meters) deep by 20 feet (6.096 meters) wide. The maximum backwall height of 8 feet (2.438 meters) is allowed only in the rear half of the booth space, and within 5 feet (1.524 meters) of the two side aisles, with a 4 feet (1.219 meters) height restriction imposed on all materials in the remaining space forward to the aisle.

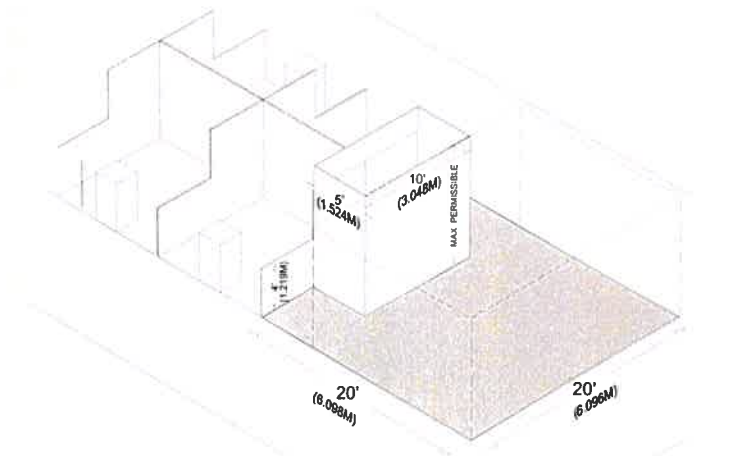


Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

Dimensions

A Peninsula Booth is usually 20 feet x 20 feet or larger. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to 4 feet (1.219 meters) high within 5 feet (1.524 meters) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. 16 feet (4.876 meters) is a typical maximum height allowance, including signage for the center portion of the backwall.



Island Booth

An Island Booth is typically 20ft x 20ft or larger, although it may be configured differently.

Dimensions

An Island Booth is typically 20ft x 20ft or larger, although it may be configured differently.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is usually 16 feet (4.876 meters), including signage. Max height will be 20 feet from floor including lighting, truss, arm lights, or related parts.

In addition, Academy rules and regulations mandate that the booth design/configuration must maintain 50% see-through visibility from all four aisles. Line-of-site visibility elements must not be greater than 4 feet (7.22 meters) high.

