



**IMPORTANT—PLEASE READ!**  
**NEW 2009 Exhibit Rules & Regulations**

**Linear Booths (bounded by 1 or 2 aisles)**

All Linear and Perimeter In-Line booths will continue to obey cubic content rules. Maximum allowable height is 10'. Hanging signs are not permitted.

**Peninsula Booths (bounded by 3 aisles)**

A wall up to a maximum height of 10' may be installed the entire length of the side of the booth common to other exhibits provided the wall is finished on the common side. Single-sided, free-hanging signs are permitted provided they are hung a minimum of 5' away from the side of the booth common to other exhibits and do not display graphics of any kind and do not hang over the common aisle space. Rotating hanging signs are permitted provided they are hung a minimum of 10' away from the side of the booth common to other exhibits. The maximum allowable height to top of any sign is 20'. Truss is permitted to hang above the 20' height restriction provided it does not contain graphics of any kind. Lighting of any kind must be focused to remain within the confines of the booth and may not be projected on to the building's ceiling, walls, or in to the aisles, etc.

**Interior Island Booths (bounded by 4 aisles)**

A wall from 10' in height to a maximum of 20' in height may be installed on any side of the booth provided the wall does not extend more than half the length of that side. Interior walls are permitted up to 10' in height, provided walls do not exceed half of the length of any given side. Hanging signs are permitted above walls up to 10' in height, provided hanging signs do not exceed half the length of any given side and do not hang over the common aisle space. If no exhibit walls are installed, hanging signs may be installed on any side of the booth provided the bottom of any sign is 10' above the ground and the top of any sign does not exceed 20'. Hanging signs are permitted up to a maximum height of 20' to the top of any sign. The combined height of a hanging sign and a wall may not exceed 20' in height for more than half the length of any given side. The maximum allowable height to the top of any sign is 20'. Truss is permitted to hang above the 20' height restriction provided it does not contain graphics of any kind. Lighting of any kind must be focused to remain within the confines of the booth and may not be projected on to the building's ceiling, walls, or in to the aisles, etc. All walls facing an aisle or another booth must be finished from top to bottom.

**Perimeter Island Booths (bounded by 4 aisles and wall facing on at least 1 side)**

A wall from 10' in height to a maximum of 25' in height may be installed the entire length of the side of the booth parallel to the building's structural wall, unless that side is facing a show entrance. Walls facing show entrance cannot extend more than half length of the side. A wall up to a maximum height of 25' may be installed on any other side of the booth provided the wall does not exceed half the length of that side. Hanging signs are permitted above 10' walls, provided hanging signs do not exceed half the length of any given side and do not hang over the common aisle space. If no exhibit walls are installed, hanging signs may be installed on any side of the booth provided the bottom of any sign is 10' above the ground and the top of any sign does not exceed 25'. Hanging signs are permitted up to a maximum height of 25' to the top of any sign. With the exception of the 25' high wall which may be installed parallel to the building's structural wall, the combined height of a hanging sign and a wall may not exceed 25' high for more than half the length of any given side. The maximum allowable height to the top of any sign is 25'. Truss is permitted to hang above the 25' height restriction provided it does contain graphics of any kind. Lighting of any kind must be focused to remain within the confines of the booth and may not be projected on to the building's ceiling, walls, or in to the aisles, etc. All walls facing an aisle or another booth must be finished from top to bottom. **(Hall C1 - height limit for hanging signs is 20' to top of sign)**

**And Please Note The Following:**

- All exhibitors must keep noise level in their booth to 85 decibels or lower. Volume controls must be adjustable, and Show Management reserves the right to lower the limit as determined onsite. Exhibitors found to be in violation will be given a maximum of two warnings, and instructed to lower volume to acceptable level as determined by Show Management. A third offense will result in penalties up to and including, but not restricted to, loss of priority points for space selection and loss of power to the booth.
- **50% rule applies to double deck booths.**
- Exhibitors with existing booths that do not meet the new requirements may submit a variance request to Show Management. All requests must be received in writing by June 30, 2009. Variance approval will be given at the sole discretion of Show Management.

**ALL BOOTHS 2000 SQUARE FEET AND ABOVE MUST SUBMIT BOOTH LAYOUTS BY 9/1/08 FOR APPROVAL**