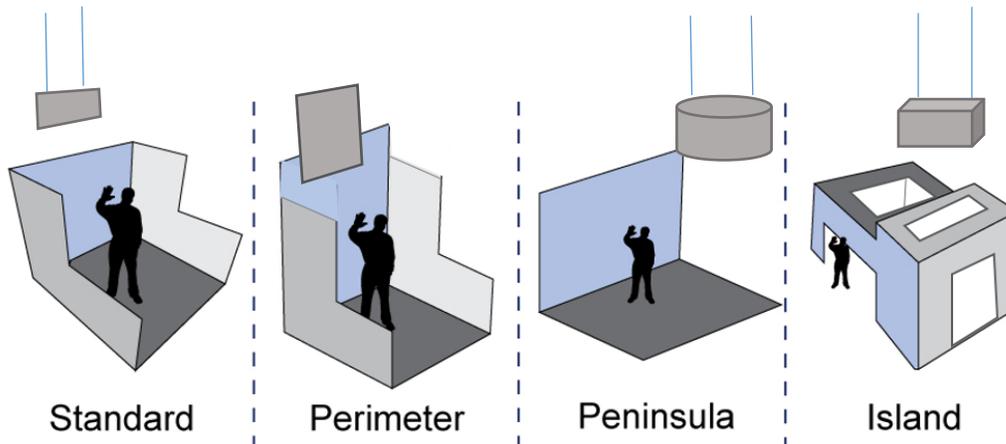


## SIGNAGE GUIDELINES & RULES

### Hanging Signs

All hanging sign orders will be reviewed and must be approved by show management before a go ahead is given for the sign to go up. The maximum height of the sign is to be **4'ft**, the width must be **2'ft less** the size of your booth to a **maximum of 20'ft**; whichever is less. The bottom of the sign as measured from the floor must be **12'ft**. Perimeter booths are the only booth type that can attach a sign to their back wall as they have a building wall behind them, not an exhibitor. The top of a sign for a perimeter booth **can't exceed 16'ft** from floor to top of sign.



- **Standard** - The most common style of booth, also called an inline booth, defined as a booth that has other booths on its back and both sides. A **corner booth** is a standard booth exposed to aisle on the front of booth and on one of the sides. All other guidelines for linear booths apply.
- **Perimeter** - Same as a standard booth, but shares side walls with other booths and its back is up against a facility/building wall
- **Peninsula** - Any booth sized 20' x 20' or larger that is open to the aisles on three sides.
- **Island** - Any booth sized 20' x 20' or larger and is open to the aisles on all sides.

**Standard Inline and corner booths: Hanging signs must be single sided and face the front aisle of the booth, the side facing the neighbor behind must be blank and free of logos, words, or advertising. Double sided signs are not permitted in standard inline and corner booths.**

**Peninsula and Island booths: Hanging signs can be 4 sided or circular.**

### In Booth Signage

Sign and graphics supported from below, should comply with all ordinary use-of-space requirements (for example, the highest point of any sign that is supported from below may not exceed the maximum allowable wall height for the booth type). In most cases this is going to be **8'ft**. This means you are not permitted to attach a sign to the top of any wall or display, any signs that are attached to your structure must be within the height limit of your booth walls. (The only exception is for Perimeter booths) You are not permitted to have flags or pop up banners that exceed the max height of your walls (ie – no placing pop up banners on tables, or flags into aisles)

**Visual Blocks:** Blocking your fellow exhibitors with signs, plants, graphics, or other obstructions is insensitive and rude. Nothing taller than **3-4'ft** can be placed in the front **4'ft** of your booth space. It's a good practice to make sure the hall's visual lines are free for everyone. This Guideline applies to standard inline and corner booth spaces, not peninsulas and islands.

**\*NO HAND WRITTEN SIGNS ARE PERMITTED**

**\*NOTE: If your signage varies from the guidelines in any way please contact a member of Show Management to discuss and see if any approvals or exceptions can be made.**