

In-Line Booth Regulations

One or more 10'x10' booths in a straight line

Linear booths, also called "in-line" booths are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.

Height

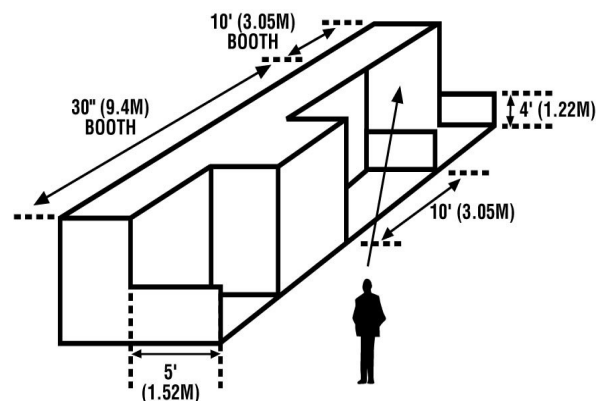
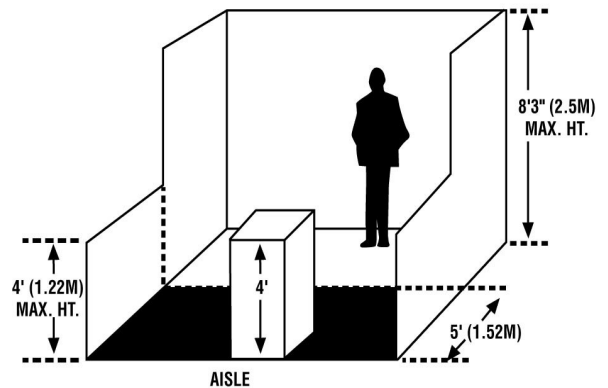
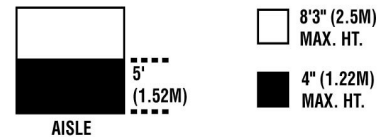
Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3" (2.5m).

Hanging Signs

Hanging signs are prohibited in linear booths.

Set-Back

All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit must be confined to the rear five feet of the exhibit space to avoid blocking your neighbor's visibility. Exhibitors with larger spaces – 30 lineal feet (9.14m) or more may extend booth fixtures, signage, and other display items all the way to the front line of their exhibit booth; provided that these items are at least 10 lineal feet away from any neighboring booth.



Perimeter Booth Regulations

*One or more 10'x10' booths in a
straight line on a perimeter aisle*

A perimeter booth is a linear booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Height

Exhibit fixtures, components and identifications signs will be permitted to a maximum height of 12'0" (3.66m).

Intent

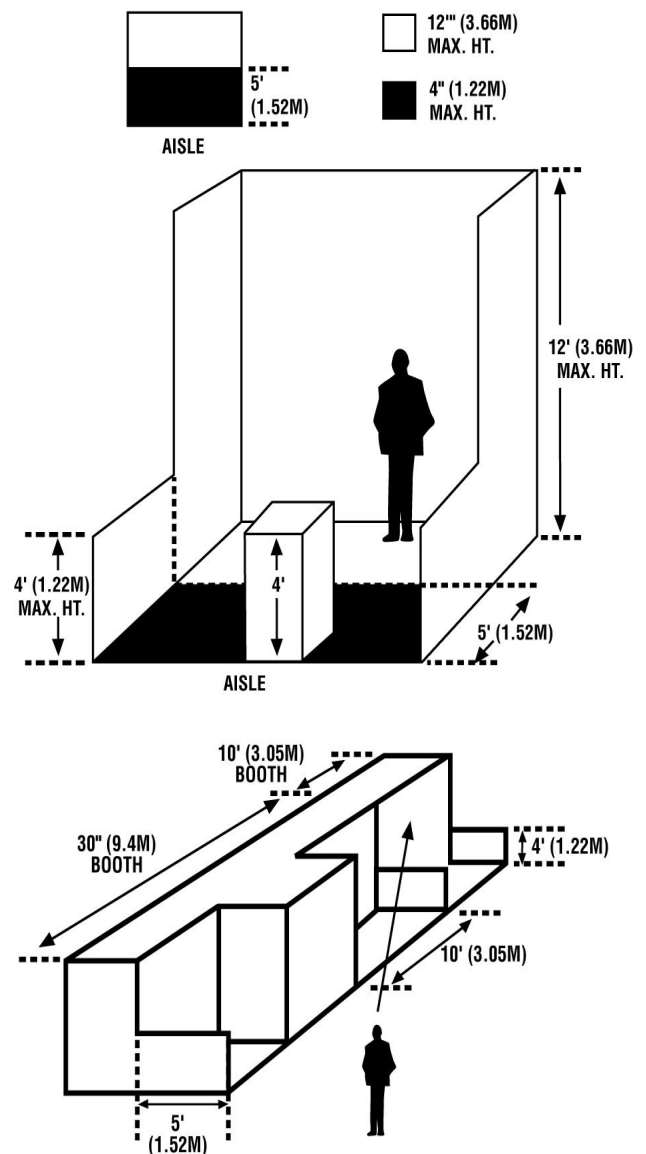
Outer perimeter booths do not back up to another exhibitor's booth. Display back walls and materials over 8'3" will not interfere with or distract from any other exhibit booth.

Hanging Signs

Hanging signs are prohibited in perimeter linear booths.

Set-Back

All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit must be confined to the rear five feet of the exhibit space to avoid blocking your neighbor's visibility. Exhibitors with larger spaces – 30 lineal feet (9.14m) or more may extend booth fixtures, signage, and other display items all the way to the front line of their exhibit booth; provided that these items are at least 10 lineal feet away from any neighboring booth.



Canopies and Ceilings

For use with in-line booth booths

Height

Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. For example, canopies will not exceed 8'3" (2.5m) in height in a standard booth configuration. Furthermore, the canopy or false ceiling will not exceed 1'0" (30cm) in depth and cannot be used for identification or display purposes.

Intent

Exhibitors requiring canopies or false ceilings to create the desired exhibit environment within their booth space should be allowed to do so as long as the canopy and its support structure does not violate the intent of the height or set-back regulations.

Depth

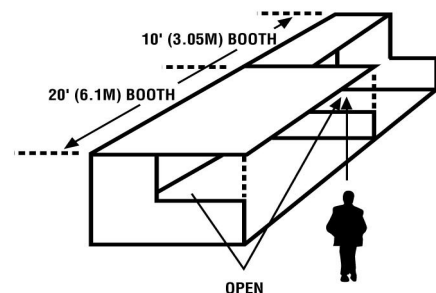
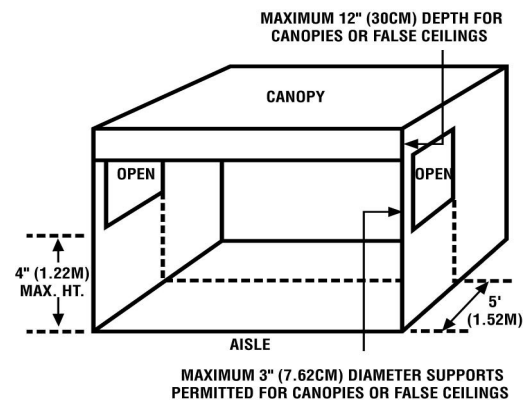
Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space provided that the support structure will not exceed 3" (7.62cm) in width when placed within 10 lineal feet (3.05m) of an adjoining exhibit and is not confined to that area of the exhibit space which is at least 5'0" (1.52m) from the aisle line.

Furthermore, canopies, false ceilings or umbrellas will not be used for identification purposes except as would normally be allowed for any exhibit component within the regulations set forth for the exhibit configuration.

Exhibitors adjoining exhibits with canopies are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

IMPORTANT

Exhibitors are cautioned when installing a display with a ceiling to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms fire extinguishers sprinkler



An Island Booth is a booth exposed to aisles on all four sides. The entire cubic content of the space may be used up to the maximum allowable height.

Height

Exhibit Fixtures and components will be permitted to a maximum height of 20'.

Hanging Signs

Hanging signs must have a minimum of 16' clearance measured from the bottom of the sign to the floor. Maximum height for signage is 28'.

Set-Back

An island booth is separated by the width of an aisle from all neighboring exhibits so there is no set-back regulation.

Structural Integrity

Please refer to the [Georgia World Congress Center Fire Regulations and Multi-Story Booth Requirements for complete rules and regulations and building permit information.](#)

Trusses

Trusses may be used to hang or secure audio visual equipment, speakers, lights, monitors, and/or projectors. No signage or graphics may be added to truss work above the 20' display height.

Equipment hanging from the truss to be utilized as part of the demonstration of the products or services of the exhibitor must meet all display restrictions in regards to height, placement within the booth, and all exhibit construction guidelines of the booth.

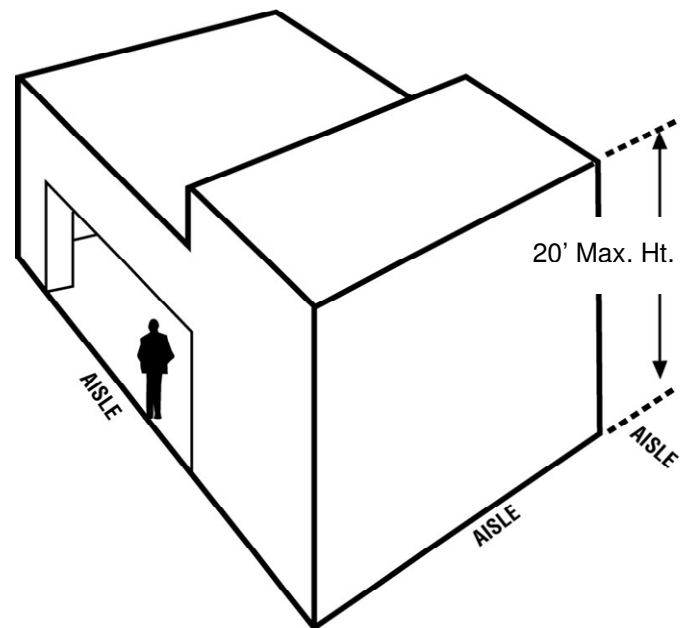
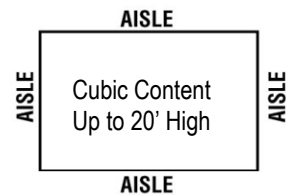
Lighting

Lighting must be directed exclusively into the exhibitor's booth, not in the aisles, nor in any other part of the exhibit hall.

Eligible Booths

A hanging truss is allowed exclusively in island or peninsula configurations with a minimum of 400 net square feet. Hanging trusses are not permitted over in-line booths.

Island Booth



REMINDER NOTICE

Exhibitors occupying spaces of 20' x 20' or larger are required to submit scale drawings (or photos) of their booths to Hall-Erickson, Inc. for approval by June 5, 2009. Designs should include both a birds-eye view and an elevation view showing the measurements of all display fixtures and signs. Please direct your drawings to the attention of:

Doris Brown
Hall-Erickson, Inc.
98 E. Chicago Avenue, Suite 201
Westmont, IL 60559
T 877.342.3381 (US and Canada)
T +1.630.434.7779
F 630.434.1216
Email aade@heexpo.com

Booth Demonstration Regulations

Demonstration areas must be organized within the exhibitor's space so as not to interfere with traffic in the aisles. Sampling or demonstration tables must be placed a minimum of 2'0" (60cm) from the aisle line. Should spectators or samplers interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, Show Management will have no alternative but to request that the presentation or sampling be eliminated. Each exhibitor has the responsibility to assure proper flow of traffic through the aisles around their booth.

Sound

Exhibitors must police their own booths to be sure the noise levels from demonstrations or sound systems are kept to a minimum and do not interfere with neighboring booths. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference with others and will be discontinued.

Safety Precautions

All product demonstration involving any blood, sharps or other bio-hazardous materials must have safeguards in place to prevent accidental injury. Demonstrations must always be supervised by exhibitor personnel who can stop the demonstration in the event of an emergency. All demonstrations involving bio-hazardous materials must be approved by show management 60 days prior to the show.

