



Booth Construction & Display Guidelines

Line of Sight Guidelines

*Guidelines adopted from the International Association of Exhibitions & Events
Display Rules and Regulations.*

Booth Construction & Display Guidelines

Nielsen Expositions has developed the necessary information to properly design and build your exhibit as well as plan your booth's layout and content. These professional standards ensure an environment conducive to successful interaction with your audience and your fellow exhibitors.

Linear, Corner & Perimeter Booths

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

Corner booths must adhere to the same guidelines as linear booths with the exception that two sides will be exposed to the aisle.

Perimeter booths are linear booths that back up against a wall of the facility, not to another line of exhibits

Dimensions:

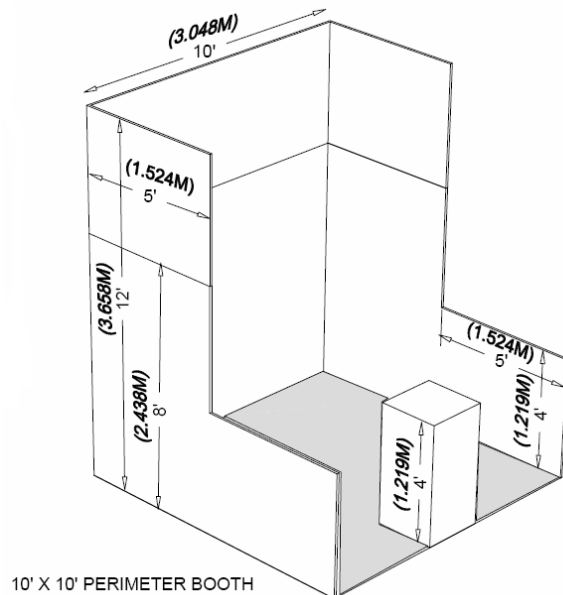
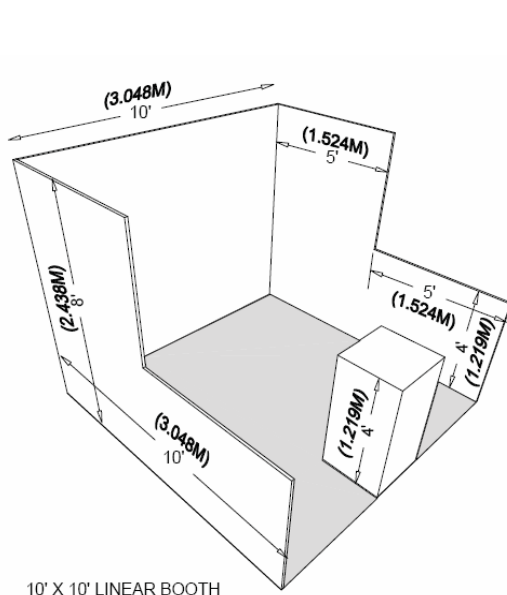
Linear & Perimeter booths are commonly ten feet (10') wide and ten feet (10') deep, i.e., 10' x 10'. Corner booths are commonly a minimum of twenty feet (20') wide and ten feet (10') deep, i.e., 10' x 20'.

The maximum back wall height limitation is eight feet (8') for Linear and Corner booths and twelve feet (12') for Perimeter booths.

Use of Space - Line of Sight Rule:

A maximum height of 8' for Linear and Corner booths and 12' for Perimeter booths is allowed only in the rear half of the booth, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. Materials within the booth must be constructed so not to obstruct sight lines of neighboring exhibitors. Additionally, any unfinished and exposed portion of an exhibit must be made presentable prior to show opening at the expense of the exhibitor.

Special consideration: When three or more linear booths are used in combination as a single exhibit space, the 4' height limitation is applied only to that portion of the exhibit space which is within 10' of an adjoining booth.



End-Cap Booth

End-Cap booths are exposed to aisles on three sides to aisles and comprised of two booths.

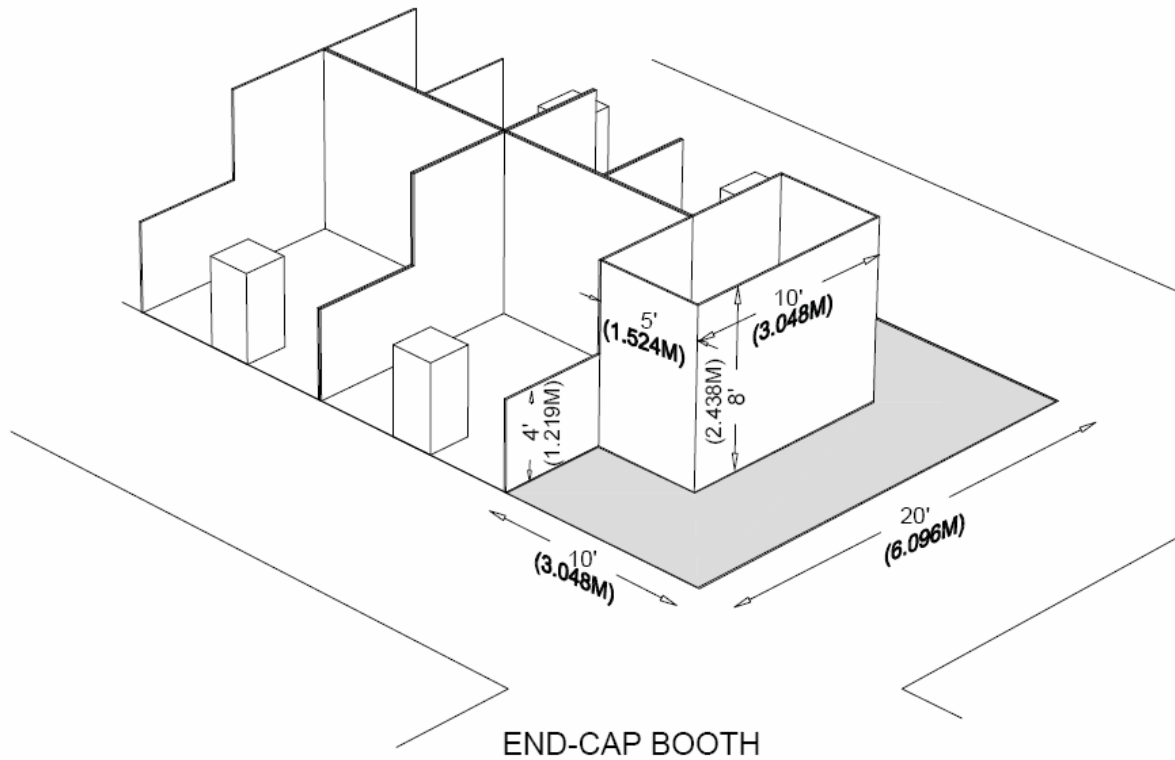
Dimensions:

End-Cap booths are generally ten feet (10') deep by twenty feet (20') wide.

The maximum back wall height limitation for End-Cap booths is 8'.

Use of Space - Line of Sight Rule:

The maximum back wall height of 8' is allowed only in the rear half of the exhibit space and within 5' of the two side aisles, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle.



Peninsula Booth

Peninsula booths are exposed to aisles on three sides and comprised of a minimum of four booths.

There are two types of Peninsula booths:

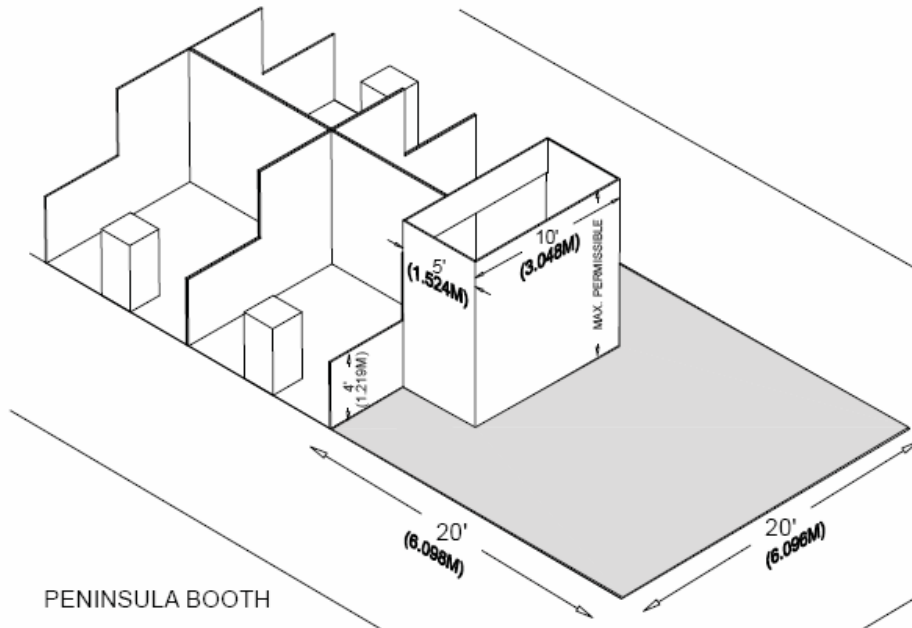
- 1) One which backs to Linear booths.
- 2) One which backs up to another Peninsula booth and is referred to as a "Split Island booth."

Dimensions:

A Peninsula booth is usually twenty feet (20') by twenty feet (20') or larger.

Use of Space - Line of Sight Rule:

When a Peninsula booth backs up to two Linear booths, the back wall is restricted to 4' high within 5' of each aisle, maintaining adequate line of sight for the adjoining Linear booths. A maximum height of 16' is allowed, including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back 10' from adjacent booths.



Split Island & Island Booths

Split Island booths are Peninsula booths which share a common backwall with another Peninsula booth.
Island booths are any size booth exposed to aisles on all four sides.

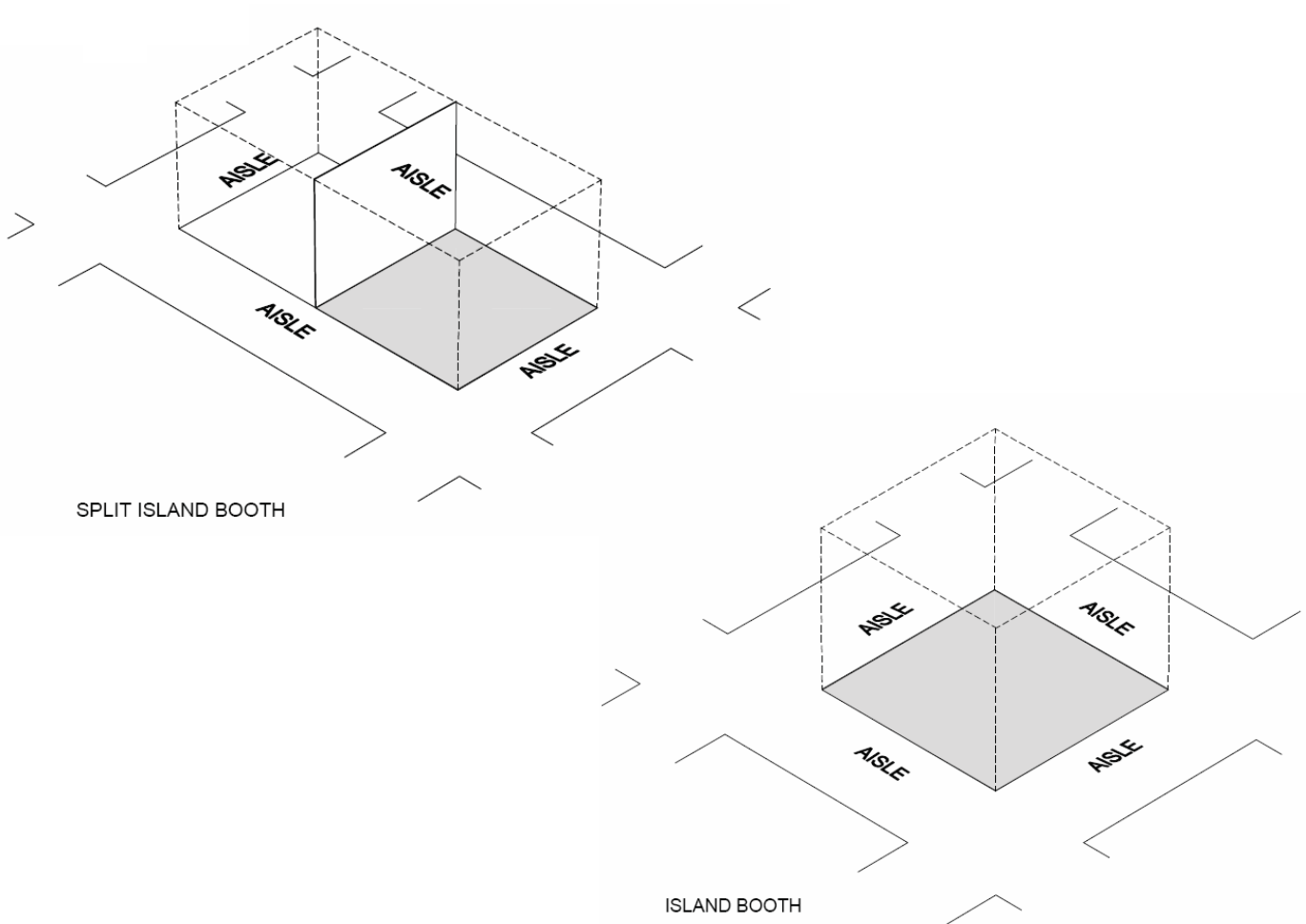
Dimensions:

An Island booth is typically twenty feet (20') by twenty feet (20') or larger, although it may be configured differently.

Use of Space - Line of Sight Rule:

The entire cubic content of Split Island booths may be used up to the maximum allowable height of 16'. Double-sided signs, logos and graphics shall be set back 10' from adjacent booths.

The entire cubic content of Island booths may be used up to the maximum allowable height of 16', including signage.





Common Considerations and Requirements

Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or to allow for hanging products). Canopies for linear or perimeter booths should comply with line-of-sight requirements.

The bottom of the canopy should not be lower than 7 feet (2.13 meters) from the floor within 5 feet (1.52 meters) of any aisle. Canopy supports should be no wider than three inches (.08 meters). This applies to any booth configuration that has a sight line restriction, such as a linear booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings, and other similar coverings. Please contact Nielsen Expositions if your exhibit is composed of any ceiling treatment.

Hanging Signs and Graphics

Hanging signs and graphics are permitted in all Island, Split Island and Peninsula booths, to a maximum height of twenty-five feet (25') from the floor to the top of signage and/or graphics. End-cap and linear booths do not qualify for hanging signs and graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type.

Hanging signs and graphics should be set back ten feet (10') from adjacent booths and be directly over contracted space only. Approval for the use of hanging signs and graphics must be received from Show Management. Variances may be issued at show management's discretion. Drawings should be submitted with the approval request and available on-site for inspection.

Multi-Level Exhibits

A Multi-story exhibit is a booth where the display fixture includes two or more levels. A multi-storied exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as show management because it is deemed to be a "structure" for building purposes. All Multi-Level and Covered exhibits require a plan that is signed, sealed (with official seal) and dated by a registered architect or engineer and a certificate of flame retardant materials submitted to show management and the facility at least 60 days in advance.

Platforms

Equipment and viewing platforms are not limited in height, but the platform may not exceed the height of the equipment.

Towers

A tower is considered a freestanding exhibit component separate from the main exhibit fixture that is used for identification and display purposes only.

Towers will be permitted to a height and depth that correspond to the height regulations for the appropriate exhibit configuration of which they are a part. For example, towers that are part of a peninsula exhibit will not exceed 20 feet (5 meters) in height.

All towers in excess of 12 feet (3.66 meters) must have drawings available for inspection by show management and the official services contractor during the time the tower is being erected, exhibited and dismantled at the exhibition site. The plans must include a signature or stamp of a reviewing structural engineer indicating that the structure designed is properly engineered for its proposed use. A signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings must also be included.

Americans with Disabilities Act (ADA)

Exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive and as accommodating as possible. For additional information, go to: www.usdoj.gov/crt/ada/infoline.htm.

Fire and Safety Regulations

All construction materials used in your booth design must be made from certified fire retardant materials. Each exhibitor is asked to have available on-site both samples for testing and flame proofing certificates for inspection.

Electrical

Outlined within your Exhibitor Manual are the specific facility electrical requirements. Please read these requirements carefully and contact the facility-engineering department with special needs or considerations.

Common considerations include:

- * All 110-volt wiring should be grounded three wires.
- * All wiring that touches the floor must be a minimum of 14-gauge/three wire flat cord insulated to qualify for "extra hard usage".
- * All power strips must be UL approved, with built-in overload protectors.

Additional Information:

Any unfinished and/or exposed portion of an exhibit must be made presentable prior to show opening at the expense of the exhibitor.

The following items require written approval from the Nielsen Operations Department before they can be included in your exhibit. Your request must be submitted no less than 30 days in advance of the first day of the event move-in.

Advance Permission Requests are for the Following:

Bridging Aisles

Catwalks or Raised Walkways

Hanging Signs

Heavy or Unusual Structures

Lighting Trusses or Hanging Lighting

Motor Vehicle Displays

Multi-Level or Covered Exhibit Areas

Open Flame and/or Propane

Photography & Video Recording

Sound or Music

Special Lighting (such as Lasers or Ultraviolet)

Stand Alone Towers

Note: Halogen lighting in some states such as Nevada and Illinois are not permitted. If your exhibit includes halogen lighting, please contact the Nielsen Operations Department @ 800-241-9034.