

B. PERIMETER WALL BOOTH

DEFINITION

Standard booth located on the outer-perimeter wall of the exhibit floor.

Height

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12'0" (3.66m) in perimeter-wall booths.

Intent

Because the outer perimeter booths are not backed up against another exhibitor's booth, display back walls and materials over 8'3" (2.5m) will not interfere with or distract from any other exhibit booth.

Depth

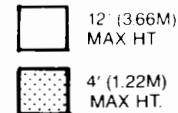
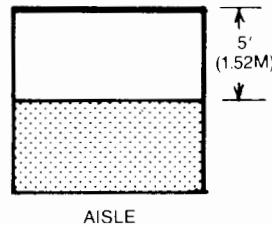
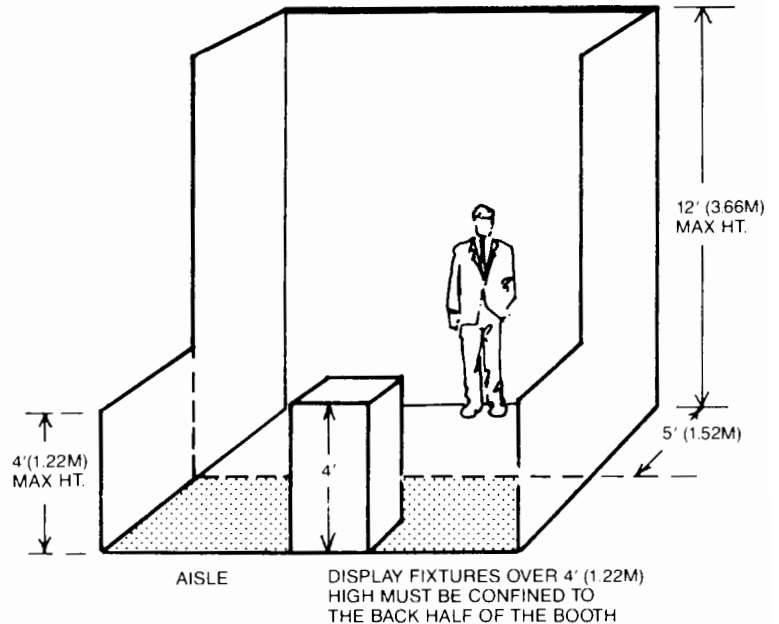
All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is within 5'0" (1.52m) of the back line.

Intent

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of exhibit. Exhibitors with larger space — 30 lineal feet (9.14m) or more — should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

NOTE

Exhibitors considering a perimeter-wall booth in order to take advantage of the extra height permitted should design their exhibit so that it can be used at the 8'0" (2.44m) height and the 12'0" (3.66m) height so that it can be used in all future shows even if a perimeter-wall space is not available.



IMPORTANT

Space dimensions shown on floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.