EXHIBITOR BOOTH DISPLAY GUIDELINES

NAPE strives to provide each exhibitor with a reasonable sight line from the aisle. To help accomplish this, the following Guidelines for Booth Displays have been taken from the Guidelines for Display Rules and Regulations 2011 Update published by the International Association of Exhibitors and Events (IAEE). Where NAPE regulations differ from those published by IAEE, the differences have been noted in italics. These guidelines are offered as a resource for exhibitors and contractors and will be enforced at the discretion of NAPE management. Questions regarding these guidelines should be directed to NAPE exhibitor services.

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LINEAR 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.

DIMENSIONS

Linear Booths are most commonly 3.05m wide and 3.05m deep (10 ft x 10ft), i.e. 3.05m by 3.05m. A maximum back wall height limitation of 2.44m (8ft) is generally specified.

USE OF SPACE

Regardless of the number of Linear Booths utilized, e.g. 3.05m by 6.10m (10ft x 20ft), 3.05m by 9.14m (10ft x 30ft), 3.05m by 12.19m (10ft x 40ft), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 2.44m (8ft) is allowed only in the rear half of the booth space, with a 1.22m(4ft) height restriction imposed on all materials in the remaining space forward to the aisle.

NOTE:

When three or more Linear Booths are used in combination as a single exhibit space, the 1.22m (4ft) height limitation is applied only to that portion of exhibit space which is within 3.05m(10ft) of an adjoining booth.

CORNER BOOTHS

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.
PENINSULA BOOTHS

A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.”

DIMENSIONS

A Peninsula Booth is 20ft by 20ft (6.10m by 6.10m) or larger. The maximum back wall height of 8ft extends five feet from adjacent booths, at which point the maximum booth of 16ft is in effect. These height restrictions are a departure from standard IAEE guidelines. Double-sided signs, logos and graphics shall be set back ten feet (10’) (3.05m) from adjacent booths.
ISLAND BOOTH

An Island Booth is any size booth exposed to aisles on all four sides.

DIMENSIONS
An Island Booth is typically 6.10m by 6.10m (20ft by 20ft) or larger, although it may be configured differently.

USE OF SPACE
The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 4.88m to 6.10m (16ft x 20ft), including signage.
SPLIT ISLAND BOOTHs

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height of 16 ft, (4.88m) without any back wall Line-of-Sight restrictions, including signage. The entire cubic content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.
OTHER IMPORTANT CONSIDERATIONS

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. (See “Use of Space” for Linear or Perimeter Booths). The bottom of the canopy should not be lower than 7ft (2.13m) from the floor within 5ft (1.52m) of any aisle.

Canopy supports should be no wider than three inches (.08m). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth. Fire and safety regulations at the George R. Brown Convention Center strictly govern the use of canopies, ceilings, and other similar coverings.

HANGING SIGNS & GRAPHICS
Exhibition rules allow for hanging signs and graphics in all standard Peninsula and Island Booths, usually to a maximum height range of 16ft (4.88) from the top of the sign. 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 directly over contracted space only. Approval for the use of Hanging Signs and Graphics, at any height, should be received from the exhibition organizer at least 60 days prior to installation. Variances may be issued at the exhibition management’s discretion. Drawings should be available for inspection.

TOWERS
A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Towers in excess of 8ft (2.44m) should have drawings available for inspection. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit or safety lines may be required.

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MULTI-STORY EXHIBIT
A Multi-Story Exhibit is a booth where the display fixture includes two or more levels. Multi-Storied Exhibit requires prior approval by show management.

AMERICANS WITH DISABILITIES ACT (ADA)
All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA), and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line, (800) 514-0301, and from the ADA Web site at www.usdoj.gov/crt/ada/adahom1.htm.

STRUCTURAL INTEGRITY
All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures.

Exhibitors should ensure that any display fixtures such as racks or shelves are designed and installed properly to support the product or marketing materials to be displayed.

FLAMMABLE AND TOXIC MATERIALS
All materials used in display construction or decorating should be made of fire retardant materials and be certified as flare retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame-proofing certificate should be available for inspection. Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to. Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.