

## Does Your Booth Meet Show Regulations?

Or, do you need to apply for Variance?

### FREQUENTLY ASKED QUESTIONS:

- 1) How tall can my exhibit be?
- 2) Exactly how much of my exhibit can extend to that height?
- 3) Can a hanging banner extend above the height of my exhibit?
- 4) How does the "line of sight" rule apply to my exhibit?

### GENERAL QUESTIONS:

#### 1) How high can my exhibit be?

The type of booth you have contracted for will determine the allowable height for your exhibit.

#### Linear Booth

- Defined as a 10x10, or a series of 10x10's, in a straight line.
- Linear booths normally will have other linear booths on the other side of the back-wall drape line.
- No linear booth should extend above 8' high in any portion of the space.
- When adjacent to another booth, linear booths may extend to 8' high only half-way (5') from the back-wall drape line - out towards the aisle.

#### Peninsula Booth:

- Open on three sides and sharing a common wall with another exhibitor's on the fourth side.
- This exhibitor may design a display extending to 12' high, except along the perimeter of the common wall.
- All of the exhibitors must set back 5' from each aisle, which does not exceed 4' high. This set back must also extend 10' from the common wall into the booth space. This set back allows for the unobstructed view into all exhibits.

#### Split Island Booth:

- A Split Island Booth is a Peninsula Booth, which shares a common back-wall with another Peninsula Booth.
- No decoration, signage, product, etc. may be displayed on fascia directly adjacent to neighbor's booth.
- The entire cubic content of this booth may be used, up to the maximum allowable height, which is sixteen (16') feet, without any back-wall line of sight restrictions.

#### Island Booth:

- An Island Booth is any booth exposed to aisles on all four sides.
- An island booth is 20' x 20' or larger.
- The entire cubic content of the space may be used to the maximum allowable height, which is twenty (20') feet
- No signage/displays may be placed on structures adjoining neighbor's booth space.

#### 2) Exactly how much of my exhibit can extend to that height?

Almost all of the exhibit space may extend to the allowable height, except for setback areas designed to give every exhibitor a clear line of sight to their and their neighbor's booth.

#### 3) Can a hanging banner/sign extend above the height of my exhibit?

- Exhibitors in Linear Booths are not authorized to have hanging banners/signs/equipment.
- Exhibitors in an Island, Peninsula or Split Island booth, over 400 square feet, are allowed to hang a banner/sign over their booth with the following rules:

- All signage must be contained within the contracted booth space (unless prior permission has been granted by Halloween & Party Expo).
- Rigging (installation) of signs will be completed by convention center staff only.
- Hanging signage must be set back at least 5' from any aisle.
- A drawing or blueprint of the proposed banner/sign must be sent to show management.
- Hanging banner/signs may extend to a maximum height of 25', from the floor to the top of the banner.

#### 4) How does the "Line of Sight" rule apply to my exhibit?

The Line of Sight rule applies to every exhibit! No exhibit should hinder nor block the sight lines to the adjoining booths.

#### 5) Can I use a canopy or cover over my booth?

Because a canopy covers a booth and shields it from the center's fire sprinklers, any booth utilizing a canopy must complete a variance form.

### THE MOTTO TO REMEMBER IS:

**PLEASE BE A GOOD NEIGHBOR!** For most exhibitors, keeping clear sight lines to the booth(s) next door requires only that the set back rules described above be followed. For all linear and peninsula booths, this would mean that within the 5' set back area, displays could not be more than 4' high. Exhibitors with island or split-island booths are not required to maintain the 5' set back area.

### HOW TO APPLY FOR A VARIANCE

If you feel your booth may be in violation of the above rules, please apply for a booth variance. (SEE FORM – NEXT PAGE)

Simply fill out the request and fax it to Halloween & Party Expo by no later than **November 1, 2011** for consideration. Exhibitors must include a plan of the booth space indicating the area for which a variance is requested. Requests will be reviewed on a case-by-case basis.

Decisions made by Show Management are final. Booth plan variances are valid only with official approval of Show Management, contingent upon show site inspection. Exhibitor plans will be returned to the exhibitor and should be available onsite upon request.

Exhibitors may communicate directly with companies occupying the adjoining booths regarding submission of a joint variance request.

A variance request from more than one company must include a written and signed agreement from all parties, with booth plans detailing the variance desired. Approval of a joint variance request will be made following Halloween & Party Expo review, and a stamped copy of the plans will be returned to the exhibitor.

It is the exhibitors' responsibility to verify whether a display meets all Halloween & Party Expo rules and regulations. If the exhibitor sets up a prohibited structure onsite, without prior approval, the structure may need to be altered or the exhibitor moved, (if space is available) at the exhibitor's expense.