

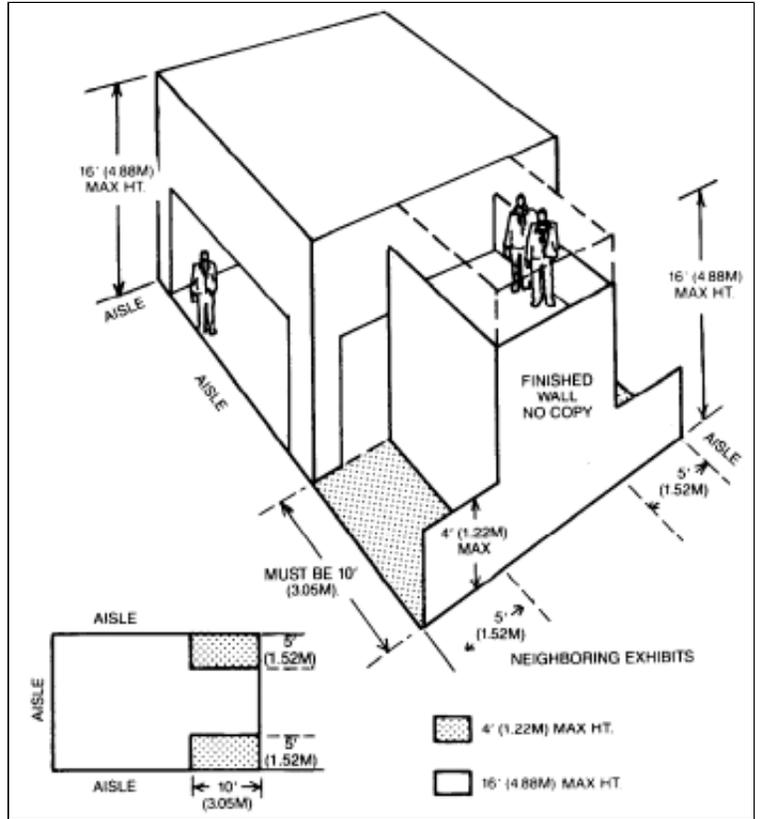
DEFINITION: Exhibit with one or more display levels in four or more standard units back to back with an aisle on three sides.

Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16'0" (4.88m), provided written approval is received from exposition management at least 60 days prior to the show.

Intent: When an exhibit in a peninsula booth configuration exceeds 8'3" (2.5m), it does not interfere with other exhibitors because it does not back up against another exhibitors back wall. The extra height is often needed to permit the open walk-through approach normally used in this type of location. The 16'0" (4.88m) height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest with each negating the other's efforts. Also, the 16'0" (4.88m) high exhibit will fit into almost any exposition center, thus permitting each exhibitor to get maximum use of his or her exhibit.

Depth: All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit in a standard booth, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line. In the event that the adjoining exhibit is a peninsula booth, display fixtures will be permitted to a maximum height of 16'0" (4.88m) within the entire booth area since peninsula booths are normally "faced" towards the cross aisle and, in a back-to-back configuration, do not block the sign line into the adjoining peninsula booth.

Intent: Exhibitor's adjoining peninsula exhibits are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.



IMPORTANT: Peninsula booths are normally "faced" toward the cross aisle. Any portion of the exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit.

Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to insure that their display meets with the necessary fire and safety precautions involving smoke alarms, fire extinguishers, sprinkler systems etc.

Structural Integrity: All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 12'0" (3.66) in height must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and 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. Signs must also be posted indicating the maximum number of people the structure will accommodate.