

BOOTH SPECIFICATIONS

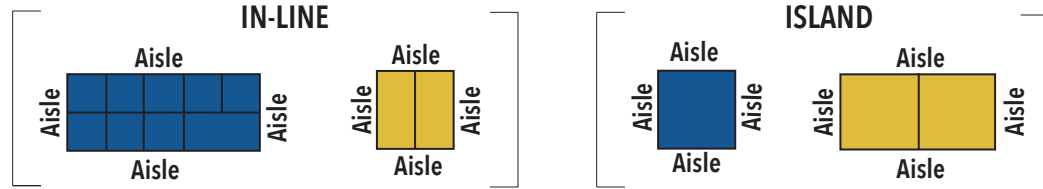


Please review the following to ensure that your display meets the booth Specifications. If your booth does not meet these specifications, you must submit a rendering with dimensions of your display to Show Management for review. All booths, regardless of size, are required to follow these guidelines.

To avoid additional costs (i.e. design cost or tear down of an unapproved structure) please obtain written approval before beginning production or construction of display. For questions or display review, please email expo@sfpa.org.

Booth Configurations

Booth Equipment: Standard 10' x 10' In-Line Booths will be set with 8' high back drape and 3' high side drape. All booths must have some form of professional flooring (carpet, hardwood, etc.) No bare concrete is permitted.

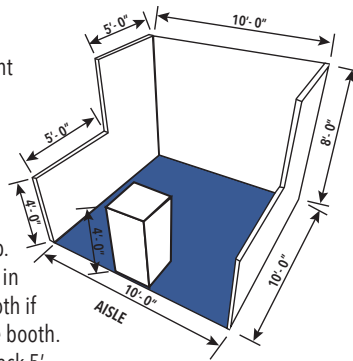


In-Line (Linear) Booth

Definition: In-Line Booths have only one side exposed to an aisle and have at least one adjacent neighbor on either side of the booth.

A Corner Booth is an In-Line Booth exposed to aisles on two or three sides. The same rules for In-Lines apply for Corner Booths.

Booths are most commonly 10' wide by 10' deep. No booth construction or signage may exceed 8' in overall height. Sign copy must face into your booth if used along the back wall or sidewall of an in-line booth. The maximum height of 8' is permitted on the back 5' section and a maximum height of 4' is permitted on the front 5' section. Please reference the diagram for allowable configurations. No hanging signage from the ceiling is allowed in an In-Line Booth.



In-Line (Linear) Booth*
(Booths 10' x 10')

* Drawings for illustration purposes only

Note: when three or more In-Line Booths are used as a single booth space, the 4' height limitation is applied only to that portion of booth space which is within 10' of an adjoining booth.

Island Booth

Definition: An Island Booth is any size booth, greater than 400 sq. ft. exposed to aisles on all four sides of the booth with no adjacent neighbors.

Split Island Booth

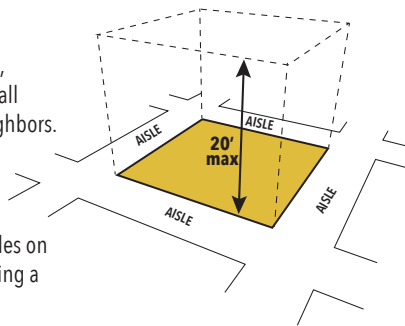
Definition: A Split Island Booth is any size booth greater than 400 sq. ft. exposed to aisles on three sides with one adjacent neighbor sharing a common back wall of at least 20'.

Booth fixtures, components and signage will be permitted up to a maximum height of 20'.

Hanging signs from the ceiling are permitted in Island and Split Island Booths that are 400 sq. ft. and larger, but the top of the sign may not exceed the maximum height of 20'.

Unfinished Walls

Any unfinished walls are subject to review by Show Management. Should Show Management deem the backside of the booth "unsightly" and/or does not conform to the overall quality of the show, the exhibitor may be required to drape the backside of the booth at the exhibitor's expense.

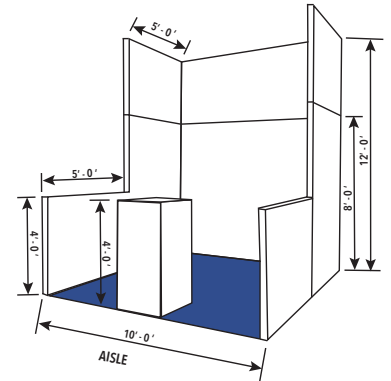


Island Booth
(Booths 20' x 20" or greater)

Perimeter In-Line Booth

Definition: A Perimeter Booth is an In-Line Booth that is the outermost aisle of booths that do not back up to another booth.

All guidelines for In-Line (Linear) Booths apply to Perimeter Booths except that the maximum backwall height allowed on the back 5' section is 12'. No hanging signage from ceiling is allowed in a Perimeter Booth. Please reference the drawing for a diagram of the allowable configurations.



Perimeter In-Line Booth*
(Booths 10' x 10')

* Drawings for illustration purposes only

Tents, Awnings, Canopies and Ceilings

Canopies for In-Line (Linear) or Perimeter Booths should comply with line of sight requirements.

The base of the canopy should not be lower than 7' from the floor within 5' of any aisle. Canopy supports should be no wider than 3". This applies to any booth configuration that has a sightline restriction, such as an In-Line (Linear) Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings.

All multi-story exhibits and covered canopy are required to submit structural engineered certified plans to Show Management, expo@sfpa.org, for approval. Written requests must be submitted at least two months prior to move-in and must include detailed plans showing size, height, location, anchoring detail, and certification of flame retardant for all materials.

Hanging Signs

Hanging signs will be permitted in Island Booths ONLY (minimum of 400 sq. ft.) at a 20' maximum from floor to top of the sign.

Signs may be hung from the ceiling (where permitted), trusswork or equipment. Signs that will be hung from the ceiling or trusswork must be installed and dismantled by MCC Rigging. For questions on hanging signs, please call MCC Rigging at 615.401.1331 or email james@cprigging.com.

If your booth design/display does not meet booth specifications, please email Show Management at expo@sfpa.org.