

Booth Display Guidelines

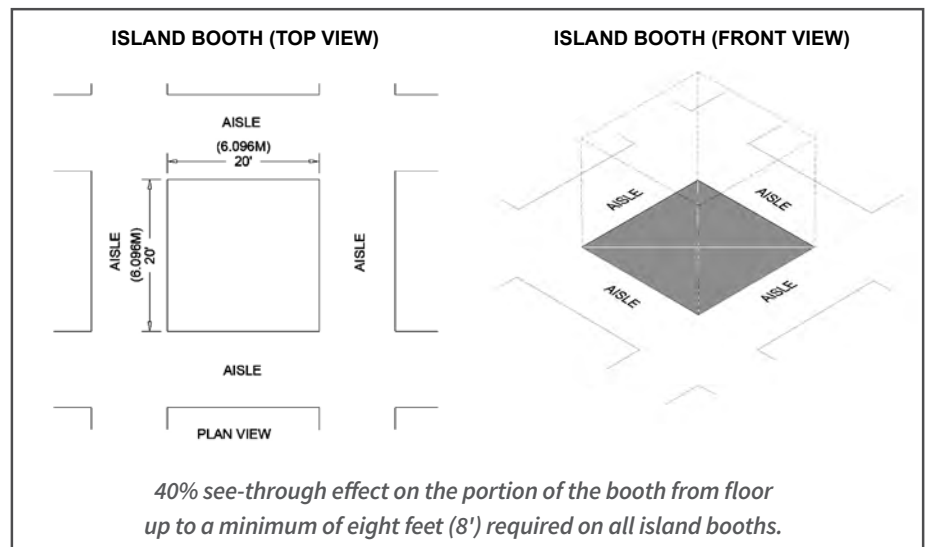
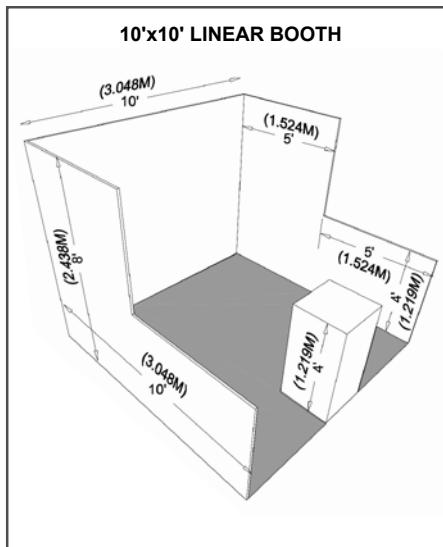
These guidelines are intended to create consistent and fair standards for exhibitors. The ACMG Exhibit Hall floor plan will feature linear or inline booths as well as island booths in a variety of sizes to meet your needs. Exhibitors must show good judgment and consideration for neighboring exhibits. The following guidelines regarding the design and arrangement of booth plans must be adhered to.

Inline Booth Design

- Inline or Linear booths are 10'x10' units or multiples thereof that are arranged in a straight line. The back wall of any construction in an inline booth shall not exceed 8' in height including signage. All display material is restricted to a maximum height of 4' in the front half or the front 5' of the booth and a maximum of 8' in the rear half or the rear 5' of the booth. Side dividers will be 36" high. Equipment that must be placed in the front 6' of the booth should not block the view of adjacent booths or present unattractive backdrops, e.g., computer cables and arranged so as not to obstruct the sight lines of neighboring exhibitors.
- When two or more Inline booths are used in combination as a single exhibit space, the 4' height limitation is applied only to that portion of exhibit space, which is within 10' of an adjoining booth. Materials must be arranged in the booth so they do not obstruct sight-lines of neighboring exhibitors.
- ACMG does not permit inline peninsula/end cap booths, i.e., two or more booths at the end of two rows facing a cross aisle.
- All booths must be carpeted. Order forms are included in the Exhibitor Service Manual.
- The aisles are the property of all the exhibitors; therefore, each exhibitor is responsible for proper flow of traffic through the exhibit area.
- Booth activity of any kind must be confined within the contracted booth space so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits. Exhibitors must contract sufficient booth space to comply with this rule.
- Presentations are limited to booth size and attendees may not spill out into the aisle around the booth.
- Do not place your demonstration areas on the aisle line of your exhibit if you expect many people to congregate at one time. Leave space within your exhibit area to accommodate the crowd.

Island Booth Design

- Island booths are any size booth exposed to aisles on all four sides and is 20'x20' or larger.
- Exhibit fixtures, components, and identification signs are permitted to a maximum height of 20'
- While the entire cubic content of the space may be used up to the maximum allowable height, which is 20 feet, the visual disadvantage created by a neighboring island should be no greater than that which would be caused by an in-line or linear booth.
- Island booths should adhere to a 40% see-through effect on the portion of the booth from floor up to a minimum of eight feet (8') to allow for clean lines of sight to nearby booths.
- Companies with private meeting rooms or with hard walls separating Medical Affairs must contract a booth space large enough to accommodate those needs and provide the 40% see-through effect so as not to block neighboring booths.
- To maintain a professional appearance, the backsides of all walls must be finished (no exposed framing or structure) in a neutral color when visible from an aisle.
- All machinery and other large products must be set back from the aisles by 6 inches (0.15m) for safety reasons.
- Rigging of booth signs and banners must be installed and removed by the facility's exclusive rigging supplier and may not be physically attached to any part of the facility or to any of the furnishings or fixtures of the facility without approval.
- All exhibits 20'x20' and larger require a drawing, plans or renderings, preferably digital, be **submitted to the ACMG for review and approval by February 19, 2025**. Please include heights and dimensions.



Hanging Signs

- Hanging signs are not permitted over linear/inline booths or any booth smaller than 400 sq. ft.
- Additional Booth Design Considerations
- Any unfinished walls in booths are subject to review by Exhibit Management. Should Exhibit 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.
- The exhibit hall in the Los Angeles Convention Center is NOT carpeted. All booths must be carpeted at the expense of the exhibiting company. Carpet may be supplied either by the exhibitor or ordered through the General Service Contractor. The main aisles of the exhibit hall will be carpeted. Carpet must be installed by Wednesday, March 19 at 12:00 PM. Otherwise ACMG will instruct the general services contractor to install carpet at the exhibitor’s expense. No signs or parts of exhibits or any other exhibit materials may be suspended from or attached to the ceiling (unless approved as noted above) or taped, posted, nailed, screwed or in any way attached to the walls, columns, drapes, floor or any other facility surface. All displays and decorations must be fireproof.
- Exhibitors are responsible for compliance with the Americans with Disabilities Act (ADA) within their booth and assigned space.