



Halloween & Party Expo Exhibit Booth Guidelines

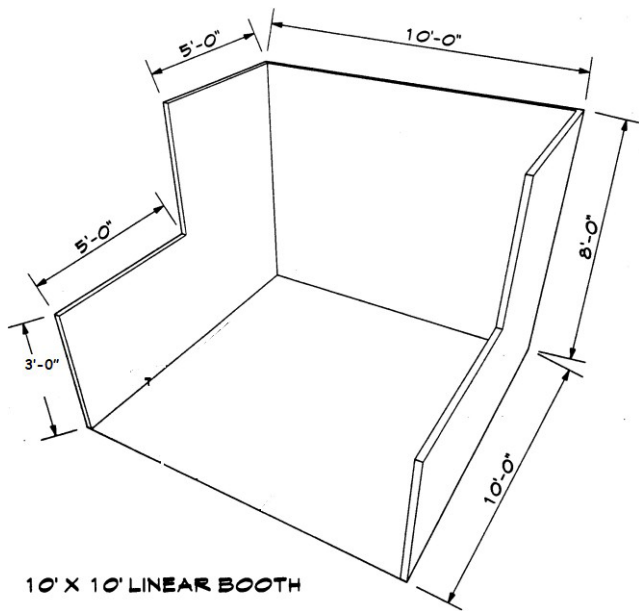
Booth regulations:

- Inline booths – booths will be constructed of 8' tall back drape. Booth height for inline booths cannot exceed 10' (this includes the height of displayed products). The back side of the additional 2' of height must be covered in a visually appealing way and no promotion can be done on the back side of a booth. Additionally, we will enforce a line of sight rule. All inline booths can build up 10' for the back half of the depth of their booth (5' from back wall for traditional booths). The front 5' of the booth cannot exceed 4' tall.
- Peninsula booths – Booth height for inline booths cannot exceed 10'. Additionally, we will enforce a line of sight rule. All peninsula booths can build up 10' for center section of their booth, but 5' from either side aisle the display and displayed items must not exceed 4' tall. The drape wall in the back of a peninsula booth will be set in accordance to the line of sight restrictions.
- Island booths – there are no line of sight restrictions for island booths, but booth structure and sign combined cannot exceed 26' in height.

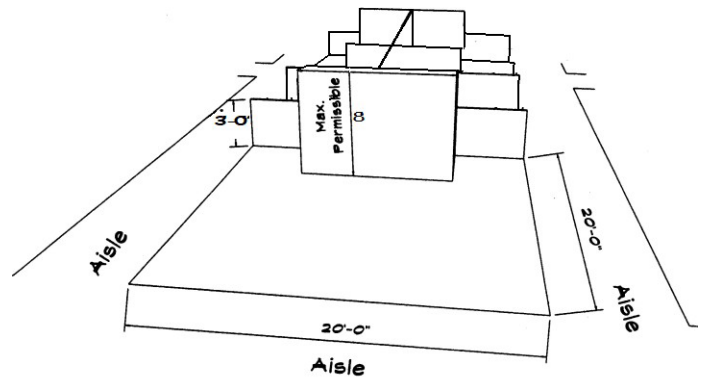
Any variance from rules must be discussed with and approved by show management in writing, in advance of the event. All exhibitors affected by the variance must also approve the variance in writing.

Hanging signs

- Inline booths - there is no hanging signs allowed above inline booths.
- Peninsula booths – hanging signs will be allowed for peninsula booths that are 600 sqft and larger. The bottom of the hanging sign must be hung at 16' and cannot exceed 10' in height.
- Island booths – Hanging will be allowed for all island booths. The bottom of the hanging sign must be hung at 16' and cannot exceed 10' in height.



Inline Booth:



Peninsula Booth:

Island Booth:

