



November 5 – 8, 2025 | Gatlinburg, TN

Booth Rules & Regulations:

General Rules:

The Smoky Mountain Gift Expo follows the **cubic content rule**, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height (height restrictions below) according to booth type as indicated below.

To maintain consistency and ensure a smooth experience for all exhibitors, please adhere to the following display rule and regulations as follows:

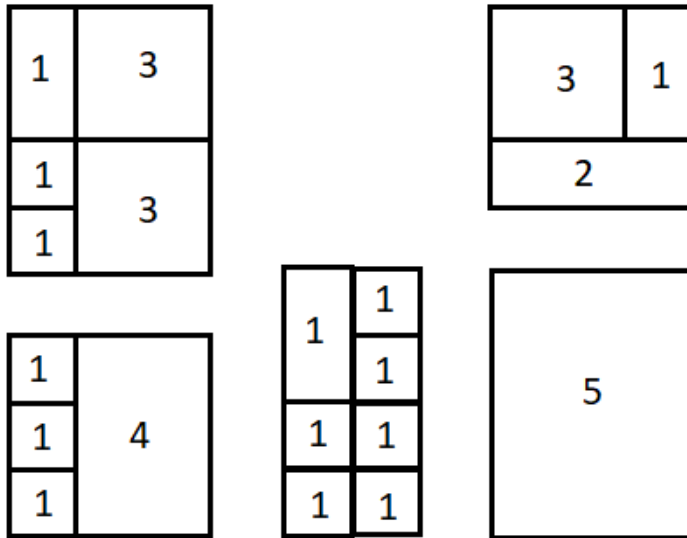
- Distributing literature or promotional items outside of the contracted booth space is prohibited.
- All aisles must be clear of exhibits. Interviews, demonstrations, and distribution of literature must be made inside the Exhibitor's booth. All aisle carpets must be produced and installed by the show's General Services Contractor.

Structural Integrity: All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork- lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed.

Exhibit Space & Booth Rules:

- Maximum Booth Height: The maximum allowable height for all booths is 10 feet.
- Pipe & Drape Height: Standard pipe and drape is 8 feet tall.
- Backwall Appearance (Over 8'): Any portion of your display exceeding 8 feet in height must be solid black or white in color and free of any images, logos, or writing on the rear-facing side.

Types of Booths/Stand



- 1: Linear Booth (100, 200 and 300 or more sq ft booths)
 2: End-Cap
 3: Corner Booths (400 sq ft or larger)
 4: Peninsula Booth (open on 3 sides)
 5: Island Booth

EXHIBIT BOOTH EXAMPLES

Inline Booths / Cubic Content: NEW FOR 2025

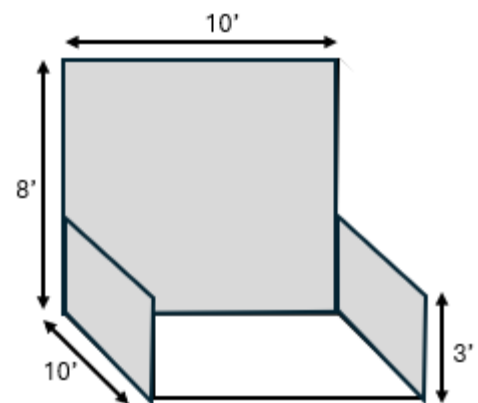
All 10'x10', 10'x20' or larger, inline or linear booths will be allowed to use the cubic content of the booth space. The maximum height of 8 ft is allowed in the entirety of the booth space. Back wall will be 8 ft high and side drapes will be 3 ft high.

Dimensions

Maximum height limit for entirety of space is 8 ft.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is 8 ft, including signage. 8 ft high back wall and side wall drape will be set in each booth, corner booth 3' side wall drape will not be set. No hanging signs are permitted above inline booths.



10' x 10' CUBIC CONTENT BOOTH

Perimeter Booth

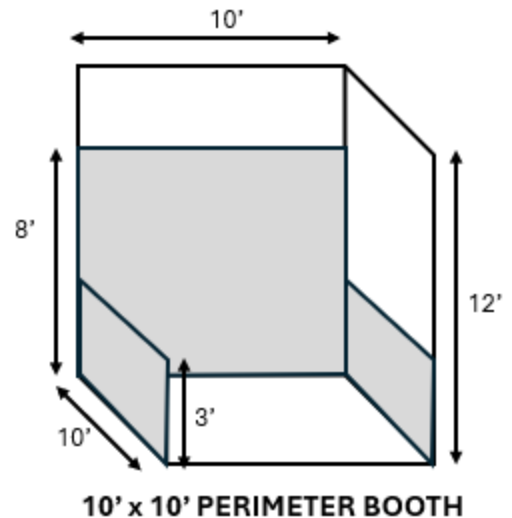
A Perimeter Booth is an Inline / Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit.

Dimensions

All guidelines for Inline / Linear Booths apply to Perimeter Booths except that the typical maximum backwall height is 12 ft. Back wall will be 8 ft high and side drapes will be 3 ft high.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is 12 ft. Hanging signs are not permitted.



End-Cap Booth

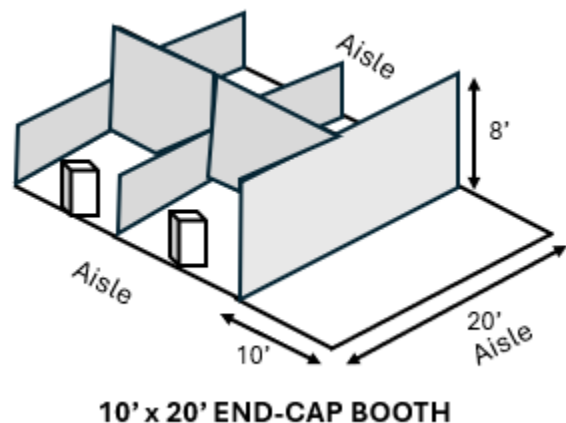
An End-Cap Booth is exposed to aisles on three (3) sides and composed of (2 or 3) 10'x10' linear booths. Back wall drape will be 8 ft high; no side drape will be provided. The maximum height of 8 ft is allowed in the entirety of the booth space.

Dimensions

All guidelines for Inline / Linear Booths apply to End-Cap booth. Maximum height limit is 8 ft.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is 8 ft. Hanging signs are not permitted.



Peninsula Booth

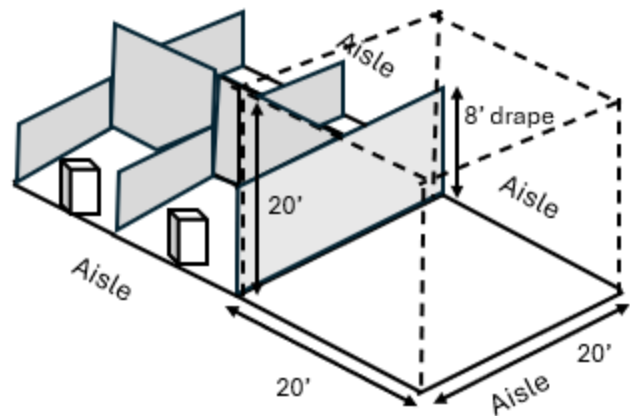
A Peninsula Booth is exposed to aisles on three (3) sides and composed of (4 or 6) 10'x10' booths. Back wall drape will be 8 ft high; no side drape will be provided. Company branding above 8' high must be set back 10 ft from adjacent booths.

Dimensions

A Peninsula Booth is 20'x20' or larger. Overhead hanging signs are permitted for booths 400 sq. ft. and over.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is 20 ft, including signage, measured from the floor to the top of the sign. Hanging Signs & Graphics must be set back 10 ft from adjacent booths.



20' x 20' PENINSULA BOOTH

Corner Booth (400 sq ft or larger)

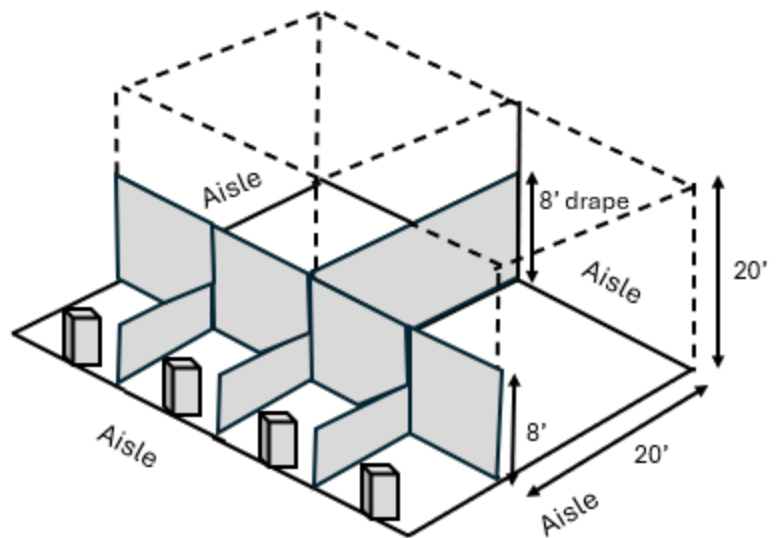
A Corner Booth is exposed to aisles on two (2) sides and composed of a (four or more) 10'x10' booths.

Dimensions

A Corner Booth is usually 20'x20' or larger. Overhead hanging signs are permitted for booths 400 sq. ft. and over.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is 20 ft, including signage, measured from the floor to the top of the sign. Hanging Signs & Graphics must be set back 10 ft from adjacent booths.



20' x 20' CORNER BOOTH

Island Booth

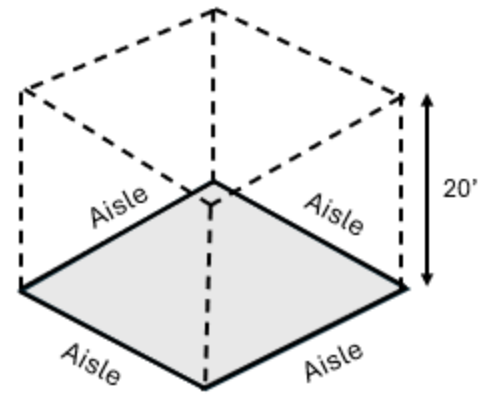
An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

An Island Booth is typically 20'x20' or larger, although it may be configured differently.

Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is 20 ft, including signage, measured from the floor to the top of the sign.



ISLAND BOOTH

Booth Design Approval

- All booth designs featuring displays 10 feet or taller must be submitted for approval.
- Submit designs to: SmokyMountainGift.ES@clarionevents.com
- Deadline for submissions: October 13th, 2025

Non-Compliance: Failure to obtain prior approval or to ensure the back of your display meets these standards may result in:

- On-site removal of non-compliant elements
- Additional charges to cover unsightly or unapproved booth components

We appreciate your cooperation. These standards will be strictly enforced on site to ensure a professional and consistent show environment for all.

Hanging Signs & Graphics Height Restrictions: Hanging signs and graphics may be permitted in Peninsula and Island Booths with Show Management and Venue approval. Approval for the use of Hanging Signs & Graphics should be received from Show Management at least 90 days prior to installation. Drawings must be available for inspection. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements per the specific Venue Rules and Regulations (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type)

*Hanging Signs & Graphics should be set back 10 ft (3.05m) from adjacent booths.

*Signs must stay within the leased booth space without exception.

Exhibit Space Lighting and Sound: Without exception, all light and sound must be contained within, and directed into, the footprint of the contracted exhibit space.

- Additional lighting may be brought in for the exhibit space, however this lighting must be restricted to the contracted exhibit space. Lighting should not shine onto the aisles or into a neighbor's exhibit space.
- Sound must not be at a level that interferes with normal levels of communication in neighboring exhibit space and not exceed **75 decibels**.

Columns: Exhibits with a full column in the booth area may utilize the column to enhance the booth design, provided fire cabinets and strobe lights remain visible and accessible. Column widths vary in size and Clarion Events recommends that Exhibitor contact its Exhibitor Services Manager if Exhibitor has any questions. Exhibitors may use the columns to the maximum height within the perimeter of the booth only. Consult with the venue for specific measurements and location of columns prior to installation. **Note: Columns with fire hoses will require special attention so that fire hoses always remain accessible.**

Balloons (Static and Controlled):

- Balloons filled with helium or hydrogen are not permitted (tethered or un-tethered, controlled or stationary)
- Balloons filled with air may be suspended from the ceiling in exhibits with a minimum size of 400sqft(36sqm), pending Venue approval. In this instance, these will be treated as hanging signs. Please refer to hanging sign rules in this document for additional information. This should be designed so that the balloon is stationary and will not sway in the airflow of open doors or air conditioning.
- Other guidelines may apply depending on the individual Venue Rules and Regulations.

Electrical:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be "SO" cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for "extra hard usage."
- Cord wiring above floor level can be "SJ" which is rated for "hard usage."
- Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets, and two wire clamp-on fixtures is not recommended and is often prohibited. Cube taps are prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.

Conducting Business outside of Exhibit Space: Distributing literature or promotional items outside of the contracted booth space is prohibited. If additional space is needed, please contact your sales manager to purchase additional exhibit hall floorspace.

Compliance with Laws: Exhibitor shall observe and abide by all applicable federal, state, and local laws, codes, ordinances, rules, and regulations, as well as all rules and regulations of Clarion Events and the Exhibition Hall. Exhibitors shall conduct themselves, and shall require its agents, employees, independent contractors, and representatives, to conduct themselves, always in accordance with customary standards of decorum and good taste in the industry.

Excessive Trash: Any Exhibitors promoting giveaways from their booths which generate additional trash are required to order porter service for their booth. Exhibitors who require a porter service for their booths, but do not order it, will automatically be billed for this service. Any wooden crates or large containers left on the show floor (not labeled as empty storage) will be subject to an additional fee for dismantling and disposal.

Booth Storage: Materials may be stored behind your booth during the show, however all materials stored must be masked/covered so they are not visible. A drape or cover may be ordered through the General Services Contractor.

Unsightly Booths: Any unsightly booth areas must be masked off by the Exhibitor. This is commonly done with drape. Clarion Events, in its sole discretion, will determine whether booths are unsightly or have unsightly areas

Booth and/or Material Abandonment: Exhibitors that leave excessive literature and/or display materials in their booth at the end of the published move-out time will be deemed to be guilty of "material abandonment". Any charges incurred on behalf of show management to remove the abandoned materials to ensure that show management can comply with the published move-out schedule of the facility as stated in their license agreement for the event will be billed to the exhibitor directly. Show Management & the facility will NOT be responsible for the recovery of abandoned materials that are left in an exhibitor's booth past the move- out dates/times as published in the Exhibitor Manual.

PLEASE NOTE: If using a non-official contractor to set-up and/or dismantle your exhibit, the required form to request for set-up by non-official contractor along with the Certificate of Insurance naming the Official General Contractor as an additional insured, must be received by the specified deadline in the Exhibitor Manual. Otherwise, labor will have to be hired from the General Contractor by the non-official contractor for them to supervise your exhibit. These stipulations are strictly enforced to protect you, show management and the General Contractor.

Pictures below represent unsightly booth storage and booth displays that are not allowed.



****unsightly booth storage***



****unsightly booth storage***



****conducting business outside of exhibit space***



****exposed backwalls should be dressed in plain or neutral color***

Thank you for adhering to these display rules. Please do not hesitate to contact your [Exhibit Services Manager SmokyMountainGift.ES@clarionevents.com](mailto:SmokyMountainGift.ES@clarionevents.com) if you have any questions regarding your exhibit. If possible, please include a graphic of your booth design with your email to assist us in answering your questions quickly and accurately.