

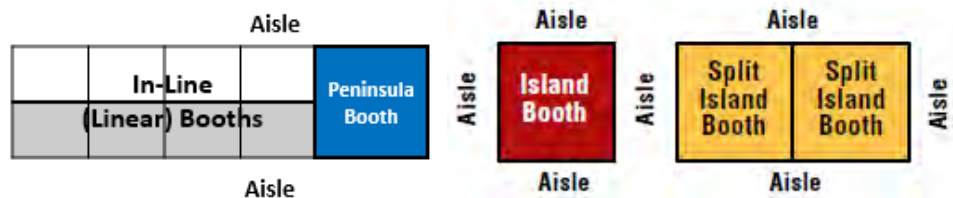
Please review the following to ensure that your display meets the Booth Specifications. If your booth does not meet these specifications, you must submit a rendering of your display to Show Management for review. All booths, regardless of size, are required to follow these guidelines.

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 your display. Please reference the diagram of allowable configurations.

Standard dividing/back walls are 8' or 3' high black drape and 3' high side drape. All requests for higher drape must be in writing; e-mail Elizabeth.Martinez@Informa.com.

BOOTH CONFIGURATIONS:

All Booths must have floor covering at Exhibitor's expense. No exceptions. This also applies to TRUCK Space.



CANOPIES: Temporary installation of tents, awnings, or canopies requires written approval from WWETT Show Management and the Indiana Convention Center.

COVERED/MULTI-LEVEL BOOTHS: All exhibitors planning to build a covered or multi-level booth must read and return the Multi-Level Booth Request form to Show Management 60 days prior to the expo.

DEMONSTRATIONS: When conducting demonstrations or presentations, all activity and viewers must be contained within the booth and all aisles must remain clear.

FLOORING: All booth and truck spaces must have flooring in place by **2:00 pm on Wednesday, February 20, 2019**. No Exceptions. If Exhibitors fail to lay flooring by 2:00 pm, Wednesday, Show Management will force carpet at the onsite rate and Exhibitors will be invoiced directly by Fern.

HANGING SIGNS: Hanging signs will **ONLY** be permitted in **Island, Split Island and Peninsula Booths** that are a **minimum of 400 sq/ft** at a max height of **26'** from the floor to top of sign. Signs may be hung from the ceiling (where permitted), trusswork or equipment and cannot exceed 26'. Hanging signs and graphics should be hung directly over the contracted space only. Signs and/or trusswork must be installed and dismantled by the designated Rigging Crew. Labor fees apply. **Branding on signage or display material is NOT permitted on the back side of a Split Island or Peninsula Booth to protect line-of-sight for neighboring booths.**

LIGHTING: Lighting (including lasers) must be contained within the confines of the booth and must not wash into aisles or other booths. Strobe lights that are not sold as product by the exhibiting company are prohibited.

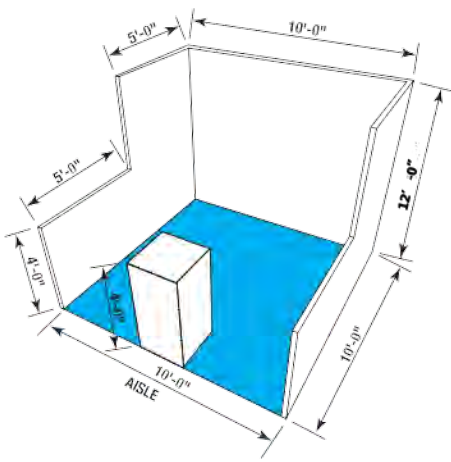
SHOW DISPLAYS: Definition: A show display is any product that is set vertically or horizontally within a booth.

SOUND/MUSIC: Sound of any kind may not be projected outside the confines of the booth. Show Management reserves the right to determine if sound constitutes interference and must be discontinued.

TRUCK SPACE: Hanging Signs are NOT permitted in truck spaces. Carpet or other flooring must be provided by the exhibitor, No Exceptions.

UNFINISHED WALLS: All booth walls and signage should be finished out on ALL viewable sides. Should Show Management deem any side of the booth "unsightly" and/or it does not conform to the overall quality of the show, the exhibitor may be required to drape the backside of the display at the exhibitor's expense.

Max Height 12'



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 sides. The same rules for In-Lines apply for Corner Booths.

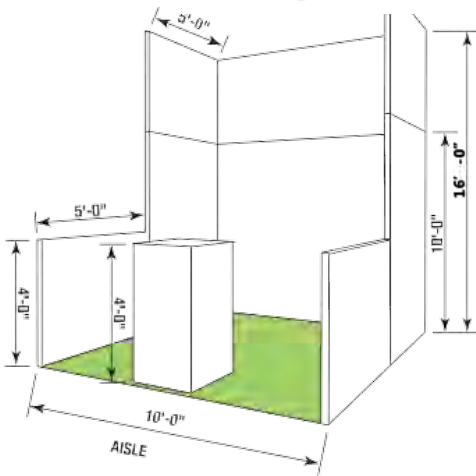
Standard In-Line Booth Set-Up Includes: 8' high back drape, 3' high side drape and 7" x 44" Identification Sign.

SIGNS & DISPLAY MATERIALS:

Regardless of the number of In-Line Booths utilized, e.g. 10' x 20', 10' x 30', 10' x 40', etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The **maximum height of**

12' is allowed only in the back half of the booth space, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. When three or more In-Line Booths are used in combination as a single exhibit space (ex: one 10' x 30' booth space), the 4' height limitation is applied only to that portion of exhibit space which is within 10' of an adjoining booth. **Hanging signage from the ceiling is NOT permitted in an In-Line or Corner Booth.**

Max Height 16'



PERIMETER IN-LINE (LINEAR) BOOTH

Definition: A Perimeter Booth is a Linear Booth that backs to a wall of the facility rather than another exhibit booth.

Standard In-Line Booth Set-Up Includes: 8' high back drape, 3' high side drape and 7" x 44" Identification Sign.

All guidelines for a Linear Booth apply to a Perimeter Booth except that the maximum back wall and sidewall **height allowed in the back 5' section is 16'** for display material, signage, equipment and product. This includes signs, banners, logos, images, symbols or flags. **No hanging signs or truss work hung from the ceiling are allowed in perimeter booths.**

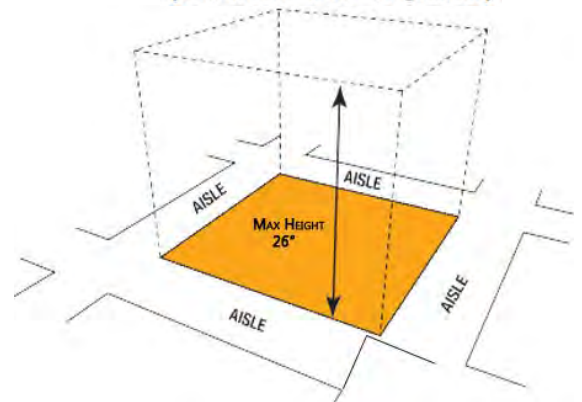
ISLAND BOOTHS (Size: 20' x 20' or greater)

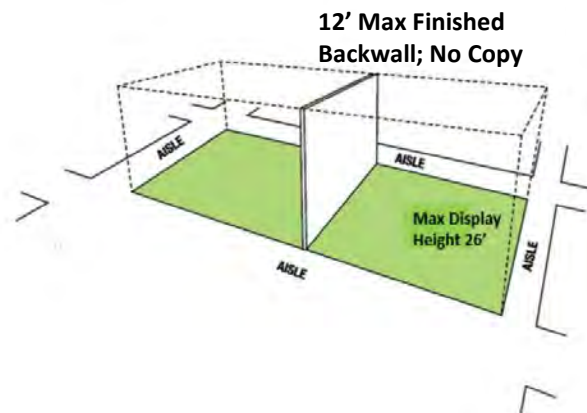
Definition: An Island Booth is any size booth exposed to aisles on all four sides of the booth with no adjacent neighbors.

Hanging signs from the ceiling is permitted in Island Booths that are 400 square feet and larger, but the top of the sign may not exceed **26'** in overall height. Booth fixtures, components and signage will be permitted up to a **maximum height of 26'** from the floor to top of sign.

Please submit a booth diagram or layout to Show Management for any Island Booth 400 sf and over.

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





SPLIT ISLAND BOOTH (Booths 20' x 20' or greater)

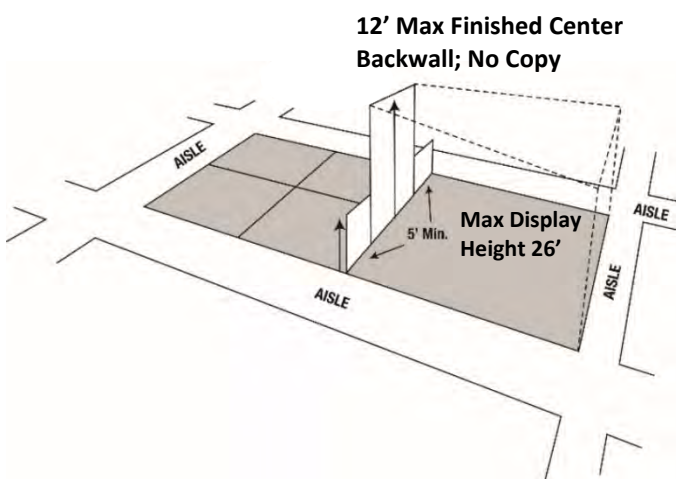
Definition: A Split Island Booth is a booth which shares a common backwall with another booth.

Standard Booth Set-Up Includes: 8' high back drape and 7" x 44" Identification Sign.

MAX height for dividing wall is 12' if requested from Fern in advance.

One-sided front facing hanging banners will be permitted up to a maximum height of **26'** where ceiling height permits.

Display material including equipment, product, and floor signs will be permitted up to a maximum allowable **height of 26'**. The dividing backwall cannot exceed **12'**.



PENINSULA BOOTH (Booths 20' x 20' or greater)

Definition: Peninsula Booths are exposed to aisles on three (3) sides and are backed by linear booths. Peninsula Booths are 20' wide by 20' deep or greater. The same principles apply regardless of booth size.

Standard Booth Set-Up Includes: 3' high back drape and 7" x 44" Identification Sign.

MAX height for the center area of the backwall is 12'.

One-side front facing hanging banners will be permitted up to a maximum height of **26'** where ceiling height permits. **Signs must be placed at least 5' from the back wall.**

Display material including equipment, product, and floor signs must not exceed **4'** high in the **5'** section on either side of the backwall.

One-Sided Hanging Banner Example:

Front



Back



Branding is NOT permitted on the back of signs facing neighboring booths in Split Island and Peninsula booths. Hanging signs are NOT permitted for In-line and Perimeter In-line booths.

E-mail booth diagrams for review to: Elizabeth.Martinez@Informa.com
Questions? Contact Liz Martinez | Associate Operations Manager at (972) 536-6489.