

# Booth Display Requirements and Guidelines

Rev. 12/2004

All exhibitors should have an attractive and finished booth display. To more fully explain the Booth Display Requirements, we have compiled the information below in what we hope is a clear, understandable format. Also, be sure to read the Rules and Regulations on the back side of the contracts.

If you still are uncertain of what you need to do, please email or call us.

## Things You Must Do

### **Do not count on the 8' tall curtains in the back to be your backdrop. They may not always be there!**

Provide your own booth backdrop - use your creativity to display your work, attract the attention of customers and draw people to your booth. Our suggestion - place items at least 7' high to be able to catch the customers' eyes as they pass in the crowded aisle.

### **Create your own gallery**

If you are an "in line" booth - not on a corner - your display must be a three-sided display, giving you complete separation from the displays around you.

If your booth is on a corner, you must have the back and one side adjoining your neighbor's booths closed off and attractive.

Extend your backdrop/separation 7' to 8' in height - we recommend this height on the sides, as well.

Make sure that the back side of your display is finished and pleasing to look at. It may be that your neighbor's display isn't as tall or as long as yours, and some of your display may be exposed.

Customers should not be able to "see through" your work or display into your neighbor's display.

Use fabric panels, covered screens, finished hard wall panels, even shelving units for display with fabric draped behind them. Make sure your panels or screens are attractive and finished on all sides. Give your booth definition.

Your side dividers must be at least as tall as your display and the products you are displaying, whichever is highest. Minimum 3'.

### **Hide Your Legs!**

Make sure your display tables are tastefully covered and draped to the floor, hiding all under table storage and table legs.

### **Be flexible**

Booth depths are listed and contracted as 8'. In many Classics, the booth depth is more than 8'. Booth depth can range from 8' - 11', depending on the facility and the floorplan. Depth will always be at least 8'. We will try offer as much depth as possible.

Booth displays should be flexible in order to utilize all space available to you. Although rare, in some cases there may be electrical distribution boxes or columns that will require flexibility of your display.

Bottom line - be flexible.

### **Contain Yourself!**

Your entire display, including supports and carpet, must stay within your booth space, as marked by the orange stickers we place on the floor. Carpets and mats are not allowed in the aisle.

### **Let Yourself Be Known**

Booth identification posters are to be visible from the aisle at all times.

### **It's beginning to look a lot like . . .**

#### **Fall/Winter/Holiday/Christmas!**

It is imperative that you decorate your booth according to the season, especially for our Christmas Classics. The extra effort you put forth to add a few special touches to your display will add to the overall holiday spirit of the show and keep gift giving in the minds of your customers.

Seasonal decorations do not have to be red and green - work with your overall booth theme to create a holiday feel.

**If you request a booth for a Christmas Classic, you must decorate seasonally. If Christmas isn't your thing - decorate with a winter theme.**

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If you do not comply with the regulation of separating your booth from adjacent booths, high wall curtains may be placed at your booth **at your expense**.

If there is a second occurrence of non-compliance, high wall curtains may again be placed by your booth **at your expense**, and your future participation in our Classics would be reconsidered.