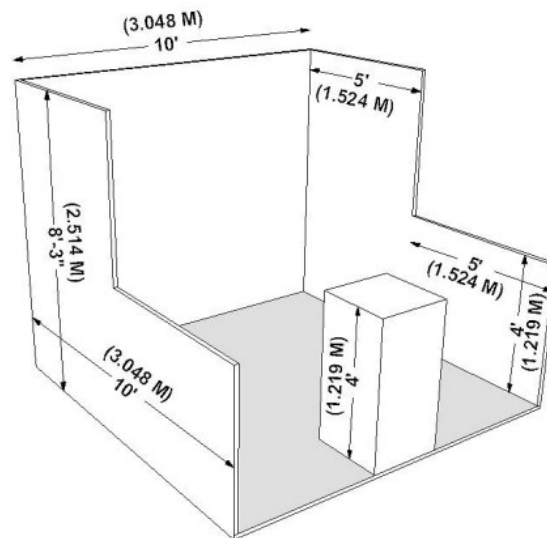


BOOTH GUIDELINES & SET-UP:

Standard 10x10 booths are defined with drapes over pipe frames; 8-foot high back wall with 3-foot high side walls. All linear booths have a booth identification sign that includes your Company Name and Booth number.

- All drape is black.
- Linear booths (10x10, 10x20, etc.) will have an eight (8) foot draped back wall. On each side, a 32" draped side rail will extend from the back of the booth to the front of the booth.
- Pipe and drape is not provided for 20x20 or larger island booths. It is provided for 20x20 and larger peninsula booths and will be 8' high and 10" across centered in the middle – sides backing up to 10x10 booths will drop to 3' for the remaining 5'. Build your backdrop appropriately.
- With a linear booth (10x10, 10x20, etc.) exhibitors are allowed to build their booth to the maximum height of 8 feet. This includes back walls and sidewalls. If the height of your display exceeds 8 feet, please notify Gail Schell at gschell@allshowservices.com for approval.
- Solicitation/Sales Literature: **No sales solicitation or distribution of literature outside of your booth space.**
- **DISPLAYS:** Displays placed along the side drapes that are over 4 feet high should not extend more than 4 feet from the back wall. This will insure a clear line of sight of the neighboring booths.



- **DEMONSTRATIONS:** When sampling, demonstrating and/or entertaining attendees, booths must be arranged so that attendees coming into your exhibit do not block aisles or overlap into neighboring exhibits. If you expect many attendees to congregate in one area at one time, you must leave space within your own exhibit area to absorb the majority of the crowd.
- **AISLES:** The aisles are the property of show management; therefore, show management requires each exhibitor to assure proper flow of traffic through the entire exposition. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles, or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors' rights. Aisles must not be obstructed at any time.
- **SOUND:** Police your own booth so the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference with other exhibits and must be discontinued.
- **GADGETS AND GIMMICKS:** The use of photographers, musicians, entertainers, loud speakers, sound system equipment and noise making devices are restricted to within the booth. Balloons, horns and odors are not allowed. Show Management reserves the right to determine when such items become objectionable.

STAFFING & BOOTH BEHAVIOR

One of the most important responsibilities we as show organizers have is to ensure a level playing field for each and every exhibitor. **By contract, exhibitors are required to limit their sales activity to within the confines of their booths.** The desire to “work the aisles” is understandably attractive. However, such behavior is not only contractually prohibited, it’s counter-productive.

Attendees do not want to be accosted by salespeople. In fact, when they encounter that behavior, many will not even proceed down that aisle. Not only does the offending exhibitor miss out on potential business, but so does every exhibitor further down the aisle. We want attendees to feel welcome, not intimidated. Most are here to learn, to see, and to buy products and services.

Please be aware of the following rules governing booth behavior, as they will be strictly enforced:

1. No part of your display, including product & signage, may extend into the aisle.
2. Exhibits must be staffed during ALL show hours. Booth personnel may conduct business *only* within the confines of their purchased booth space. The intent of this rule is to simply eliminate the engagement of prospects in the aisles.
3. Keep the number of staff in the booth to a reasonable number at all times. Having more than three (3) staff persons per 10x10 is more likely to intimidate than entice.
4. Make sure your booth signage clearly defines what you are selling. If attendees like what they see, they will stop to look and, hopefully, enter into a conversation with you. If they don’t, no amount of “hawking” or “huckstering” is going to make any difference.
5. Breaking down or moving out booths before the close of the show on Sunday is strictly prohibited. Exhibitors who do break down early will risk any future participation in any All Show Services events. Please notify your staff in charge of breakdown.

If you have any questions, feel free to contact Rick Dobson - rick@allshowservices.com or 301-564-4050 x104.