

IAEE has identified two distinctly different styles of show display regulations. One style is “Line-of-Sight” while the second is “Cubic Content.” Organizers should decide which style is best suited to their event or designated section of the event.

## LINE-OF-SIGHT STYLE

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed below with specific insight on how to implement Line-of-Sight regulations.

### LINEAR BOOTH

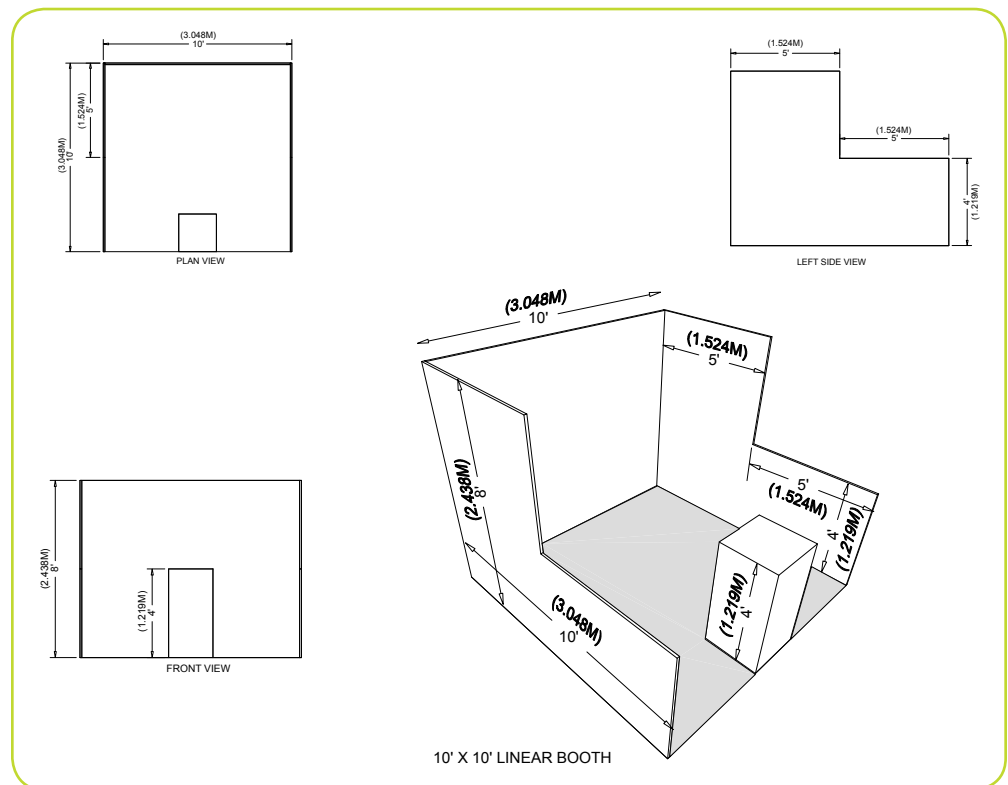
The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

#### Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified to prevent display materials from imposing on neighboring exhibits behind the back wall.

#### Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

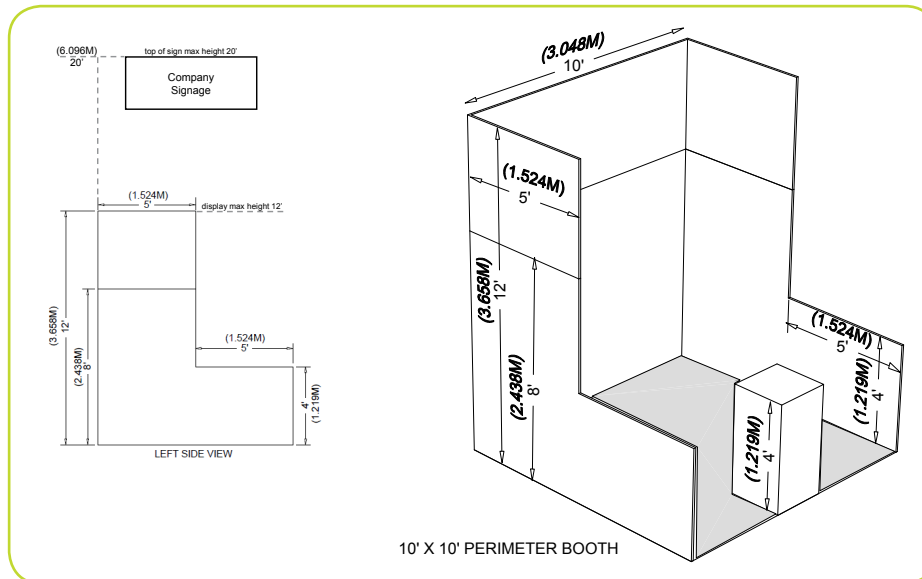


## CORNER BOOTH

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for Linear Booths apply.

## PERIMETER BOOTH

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

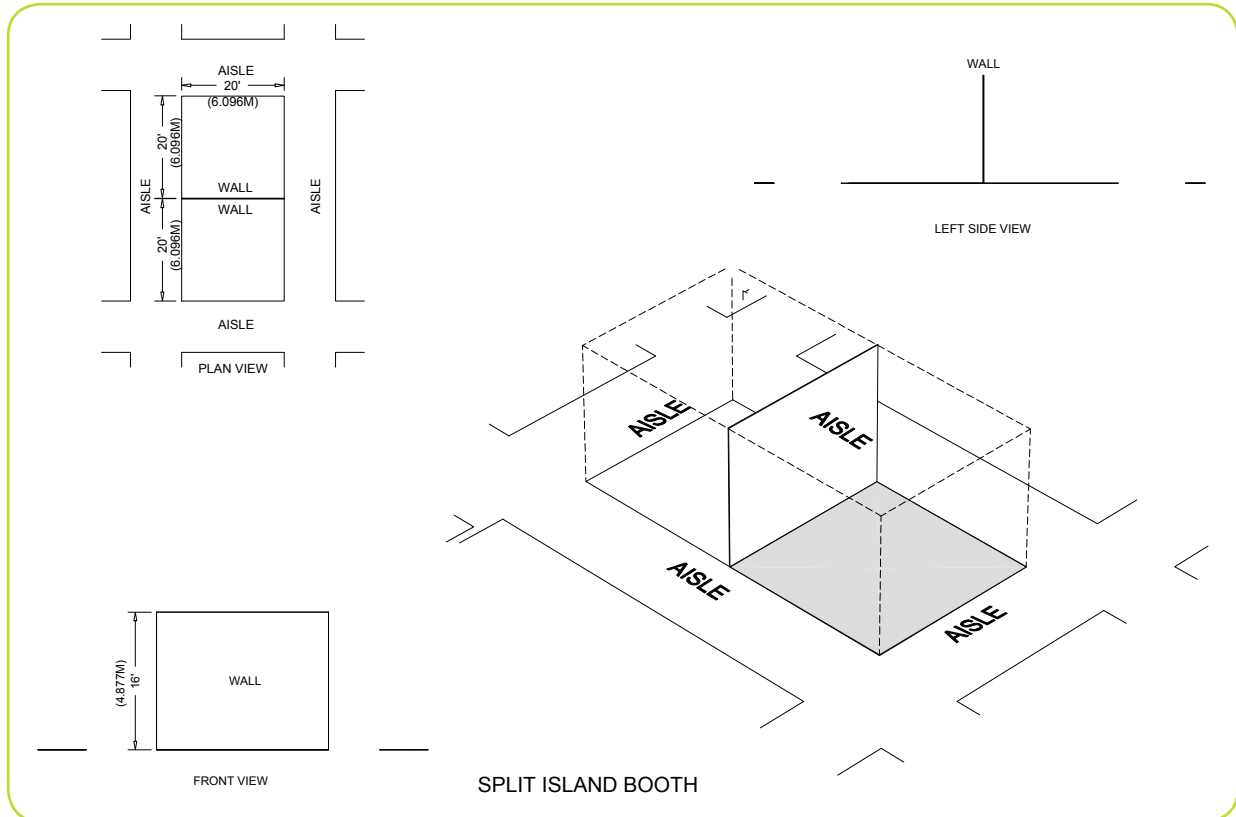


### Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height for Perimeter Booths is 12ft (3.66m).

## SPLIT ISLAND BOOTH

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth.

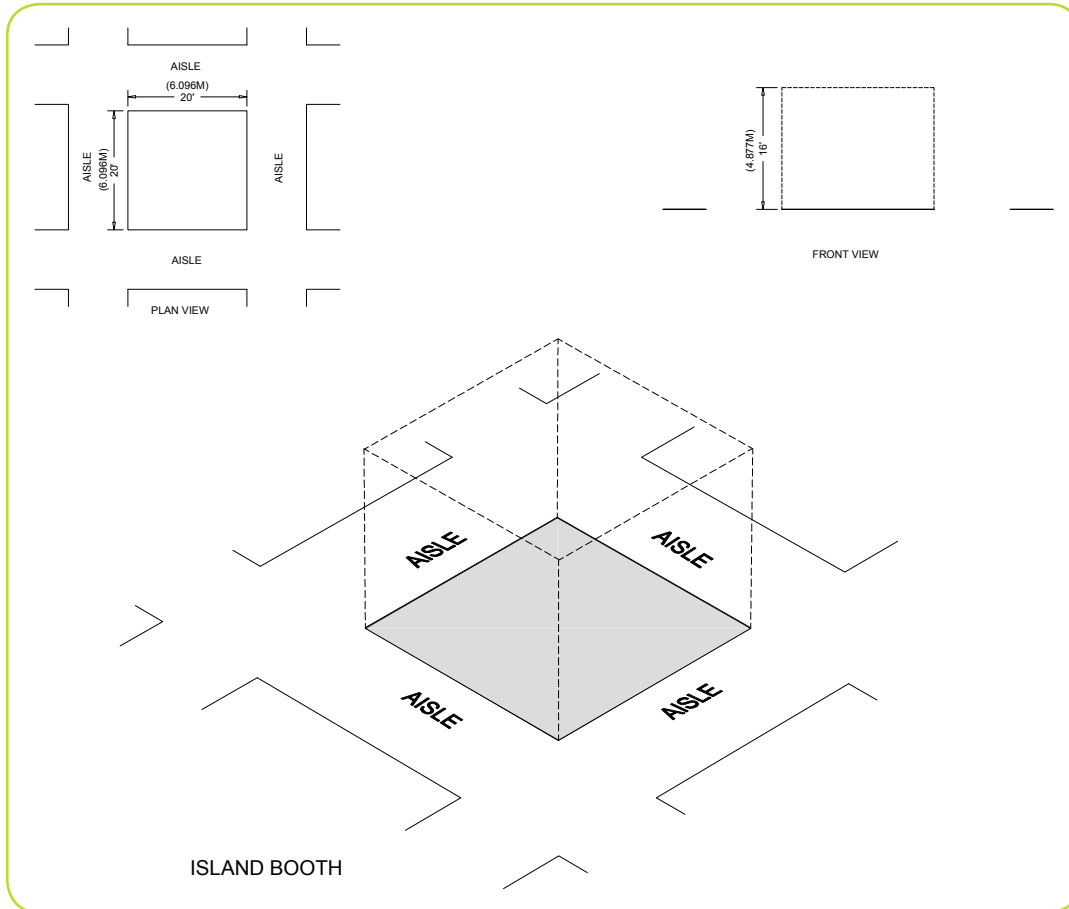


### Dimensions and Use of Space

The entire Cubic Content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire Cubic Content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back 10ft (3.05m) from adjacent booths.

## ISLAND BOOTH

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

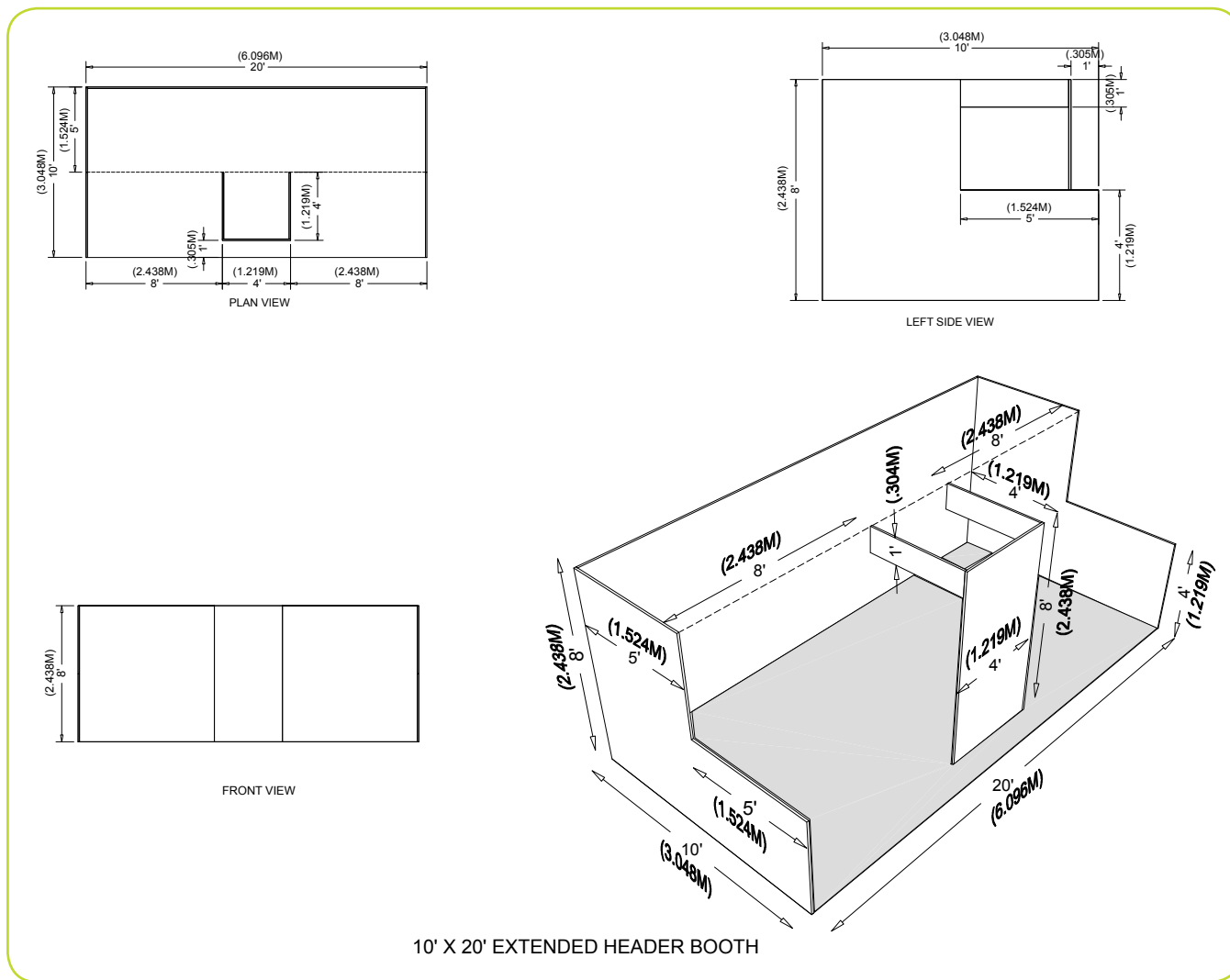


### Dimensions and Use of Space

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently. The entire Cubic Content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.

## EXTENDED HEADER BOOTH 20FT (6.10M) OR LONGER

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.



### Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.