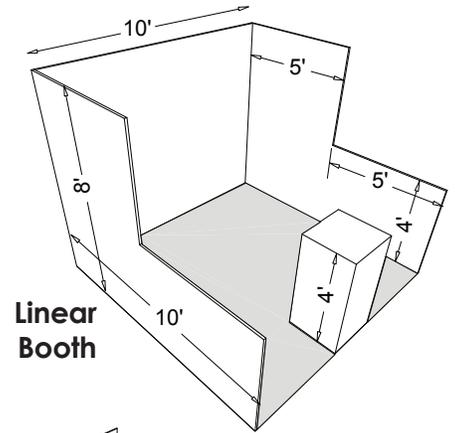


# Booth Space Rules and Regulations

The International Association of Exhibitions and Events "Guidelines for Display Rules and Regulations" were originally created to promote continuity and consistency among North American exhibitions. Since their introduction, they have become the model for most domestic exhibitions. The Midwest Foodservice Expo follows these rules and regulations to ensure each exhibitor, regardless of size, has an environment conducive to successful interaction with attendees.

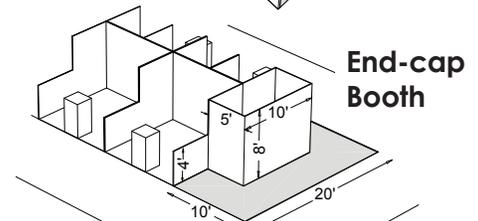
## Linear/Corner/Perimeter Booth

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called in-line booths. A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply. A Perimeter Booth is simply a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except that the maximum backwall height is twelve feet (12'). Use of space: display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') 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 four-foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.)



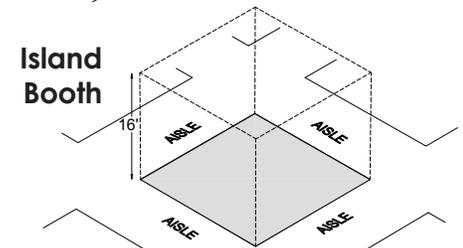
## End-cap Booth

An End-cap Booth is exposed to aisles on three sides and composed of two booths. Use of space: the maximum backwall height of eight feet (8') is allowed only in the rear half of the booth space and within five feet (5') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.



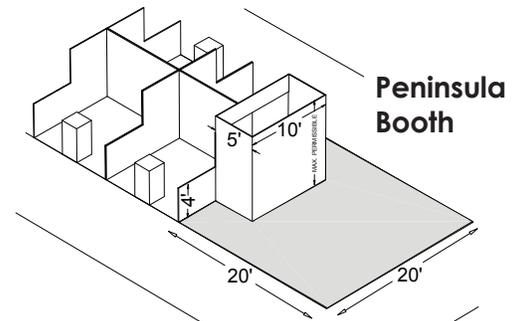
## Island Booth

An Island Booth is any size booth exposed to aisles on all four sides. Use of space: the entire cubic content of the space may be used up to the maximum allowable height, sixteen feet (16'), including signage.



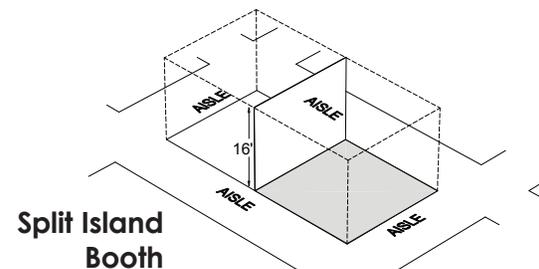
## Peninsula/Split Island Booth

A Peninsula Booth is exposed to aisles on three sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth." Use of space: Double-sided signs, logos and graphics shall be set back ten feet (10') from adjacent booths. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16') is the maximum height allowance, including signage for the center portion of the backwall. For a Split Island Booth, the entire cubic content may be used up to a maximum height of sixteen feet (16'). There are no backwall line of sight restrictions.



## Canopies and Ceilings/Hanging Signs and Graphics

Canopies, including ceilings, umbrellas and canopy frames can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line of sight requirements (see "Use of space for Linear or Perimeter Booths"). The base of the canopy should not be lower than seven feet (7') from the floor within five feet (5') of any aisle. Canopy supports should be no wider than three inches. This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Hanging signs and graphics are permitted in all standard Peninsula and Island Booths, to a maximum height of sixteen feet (16') from the top of the sign. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type). Hanging signs and graphics should be set back ten feet (10') from adjacent booths. Approval for the use of hanging signs and graphics should be received at least 30 days prior to installation. Drawings should be available for inspection.



NOTE: Special authorization may be granted for displays that would normally have a 16' height restriction, but are now seeking a 20' height allowance. Requests must be made to WRA at least 30 days prior to move-in.