



BOOTH SPACE DESIGN GUIDELINES

ASCRS invites exhibitors to create booth designs that are welcoming and engaging, however, adoption of the ASCRS show look is prohibited.

Exhibits must conform to the professional and scientific atmosphere of the meeting and are subject to onsite review and, where necessary, modification at the exhibitor's expense.

All components of the booth design including truss and lighting are to remain within the boundaries of the exhibit space.

All booths must have a floor covering. The full square footage of your exhibit booth space must be covered by 3:00 p.m. on Friday, August 13, 2021. Booths not containing floor covering will be supplied standard carpet and the exhibitor will be charged accordingly by Freeman.

No exhibitor shall assign/sublet any part of its assigned space without the written consent of ASCRS.

LINEAR BOOTHS

ASCRS does not permit Peninsula or End Cap Booths.

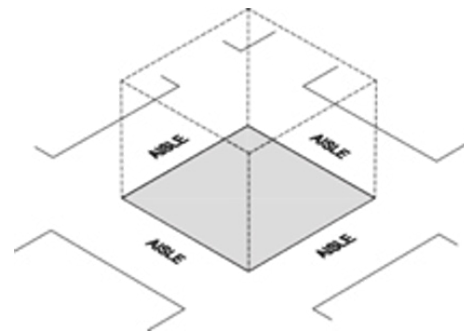
- ▶ Each ten-foot by ten-foot (10' x 10') linear booth has a back-wall drape at a uniform eight-foot (8') height and black side drape at a three-foot (3') height.
- ▶ The maximum allowable height of products and display materials is eight feet (8').
- ▶ Display materials greater than four feet (4') in height must be a minimum of five feet (5') back from the front aisle.
- ▶ Exhibitors must mask all displays with unsightly back or side walls.
- ▶ If necessary, a drape will be installed to cover any unfinished parts of a display and the exhibitor will be charged accordingly by Freeman.
- ▶ Linear booths are not permitted to have any gobos.

ISLAND BOOTHS

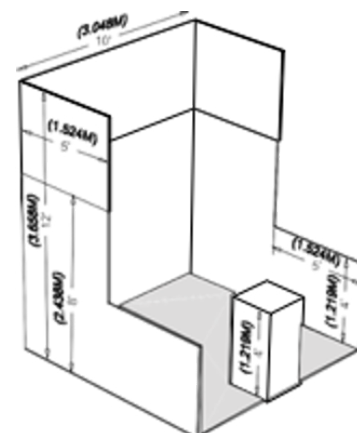
An island exhibit is an open area of exhibit space with aisles on all four sides. Island booths must be designed to allow access from all four aisles.

- ▶ Ceiling covering or floor covering may not span the entire aisle length.
- ▶ Structures may not exceed twenty-five feet (25') in height.
- ▶ Theater seating for presentations and demonstration areas in a booth are required to be a minimum of five feet (5') back from the aisles, supply headsets to attendees, and the aisles must remain free from congestion.
- ▶ Exhibit displays, construction, and signage must be arranged to allow for see-through visibility and must not obstruct a significant amount of the line of sight view or otherwise interfere with the displays of other exhibitors.
- ▶ Conference, office, storage, or meeting room enclosures may not exceed 100 square feet in booths less than 1,600 square feet and must be constructed of building materials that allow see-through visibility or light penetration.

Please review further guidelines on the next page regarding island booth designs.



ISLAND BOOTHS



LINEAR BOOTHS

BOOTH TYPES & DESIGNS

HANGING SIGNS

A hanging sign is defined as an exhibit component suspended above an island space exhibit for the purpose of displaying graphics or identification.

Hanging signs, regardless of type, are subject to the maximum size allowances stated in these policies and must conform to the standards that follow.

If the sign is hung horizontal or vertical, the combined length of all signs may not exceed the following limits: *(Multiple sign dimensions are totaled to determine the length of the sign)*

- ▶ Hanging signs or banners are permitted in island booths only.
- ▶ Hanging signs and graphics will be permitted to a maximum height of 25 feet from the top of the sign to the floor, where applicable.
- ▶ For a single-faced or double-faced one-piece sign, the length of the sign may not exceed fifty percent (50%) of the booth dimension on the aisle that it faces.
- ▶ For a rectangular, square, circular, or triangular sign, the length of any side of the sign may not exceed fifty percent (50%) of the booth dimension on the aisle that it faces.
- ▶ The height limit for each side of a sign is eight feet (8').

CANOPIES, CEILINGS, TOWERS, AND MULTI-LEVEL EXHIBITS

Canopies and Ceilings: A canopy is defined as an exhibit component supported over an exhibitor's assigned booth space for decorative or functional purposes.

- ▶ Canopies, false ceilings, umbrellas, and canopy frames will comply with all line-of-sight requirements.
- ▶ Canopies may not be lower than 7 ft. from the floor and within 5 ft. of any aisle.

Towers: A tower is defined as a free-standing exhibit component separate from the main exhibit feature. All towers are subject to the line-of-sight restrictions applicable to the type of exhibit space configuration being used.

Multi-Level Exhibit: A multi-level exhibit is defined as an exhibit booth where the display feature includes two levels. Multi-level booths may not exceed two levels.

If you have a material covering as part of your hanging sign, you are required to submit the fire-retardant certificate with your blueprints.

If you have a multi-level exhibit, you are required to submit the stamped engineering approval copy with your blueprints.

Additional information will be included in the online Exhibitor Service Kit.

BLUEPRINTS & BOOTH RENDERINGS

You are required to secure approval from the Exhibits Manager before beginning any new construction. If you are planning a new booth design, please send the preliminary blueprints to the Exhibits Manager and indicate the date by which approval is needed in order to meet your internal construction schedules.

Island booths are required to email a copy of blue prints indicating all dimensions as well as an isometric or elevation view of your exhibit including the hanging sign to the Exhibits Manager, jbarbera@ascrs.org, by May 14, 2021.

YOUR BOOTH LAYOUT AND HANGING SIGN ARE NOT CONSIDERED FINAL UNTIL THE EXHIBITS MANAGER HAS SENT YOU APPROVAL.