



DISPLAY RULES & REGULATIONS

For full exhibiting guidelines refer to the service kit.

CONTACTS BY BOOTH TYPE

- Island Booth: Anna Fassano (anna_fassano@AFassanoCo.com) Tel: 856.302.0883
- All Other Booths: Williana Parker (parkerw@nrf.com) Tel: 202.626.8164

	PERIMETER	LINEAR	END-CAP	ISLAND
Maximum Height Permitted (from floor to highest point in booth)	12'	8'	8'	16' (floor supported with a banner) 24' (without a banner)
Required to Submit Booth Schematics by April 15	No	No	No	Yes
Permitted to Hang Sign	No	No	No	Yes

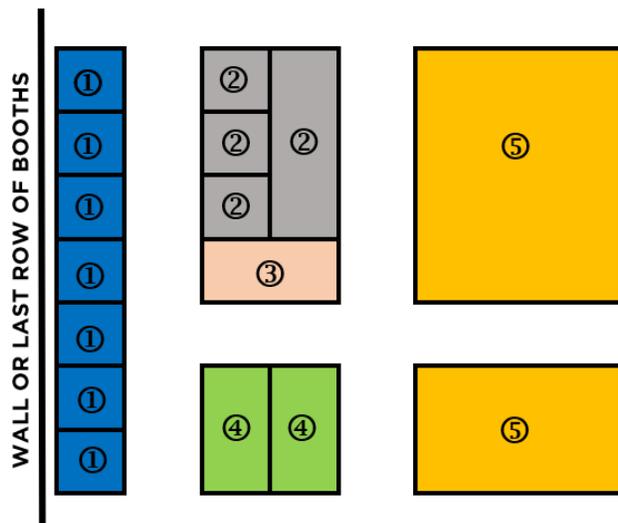
Please read these Rules & Regulations in their entirety BEFORE submitting your schematics.

Email Requests for Island Variances and Schematic Submissions to: anna_fassano@AFassanoCo.com
Deadline: April 15, 2020

GENERAL BOOTH CONSTRUCTION GUIDELINES

- No exhibit may span an aisle by ceiling or floor covering.
- Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. Exhibits will be inspected during the move-in and The Expo Group (general contractor), with the approval of the NRF Show Manager, will provide draping deemed necessary and submit the bill to the exhibitor. NRF reserves the right to base all decisions on the best interests of all concerned parties. All decisions are final.
- Multiple Booths Sharing a Common Aisle: A company may reserve two or more island booths at an NRF event; however, these booths may not be located in such a manner that they are situated across from each other on a main, transecting aisle of the Exhibit Hall. Additionally, employees of an exhibiting company that reserves two or more island booths are required to remain in the confines of their respective exhibit spaces and are not permitted to block traffic in the intervening aisle.
- ALL BOOTH CONSTRUCTION GUIDELINES WILL BE STRICTLY ENFORCED.

TYPES OF BOOTHS



IMPORTANT NOTE:

NRF will provide 8' high back drape and 3' high side drape for all booths except islands.

BOOTH TYPE DETAILS



①: Page 3

Perimeter: a booth that backs to an outside wall of the facility or is the last row of booths rather than backing to another row of booths. Like linear in that neighboring exhibitors are on the immediate right and left, leaving only one side exposed to the aisle.



②: Pages 3-4

④: Pages 3-4

Linear (gray and green): commonly in a straight line and have neighboring exhibitors on their immediate right, left and back, leaving only one side exposed to the aisle (except for corner booth).



③: Page 4

End-cap (pink): like linear but exposed to aisles on three sides.



⑤: Page 5-7

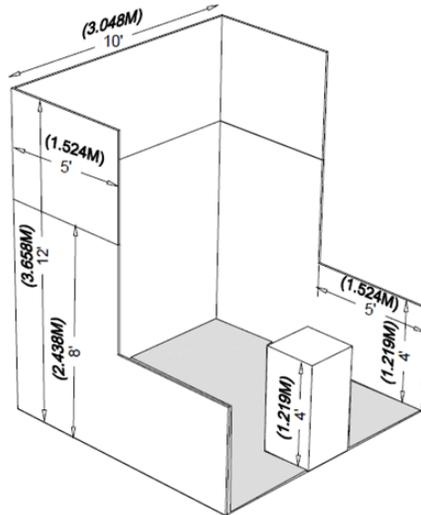
Island (orange): a booth that is exposed to aisles on all four sides.

① PERIMETER BOOTH CONSTRUCTION GUIDELINES

Perimeter booths may not exceed a 12' back wall, including any identification sign. Structures above 48" must begin *at least* 5' back from the aisle line. No solid exhibit structure, TV, display items, banners, and/or other booth item is permitted to exceed 48" in height in the front 5' of the booth. Hanging signs are NOT permitted for perimeter booths.

Example of Perimeter Booth:

10 ft. x 10 ft.



② ④ LINEAR BOOTH CONSTRUCTION GUIDELINES

Linear booths may not exceed an 8' back wall, including any identification sign. Structures above 48" must begin *at least* 5' back from the aisle line. No solid exhibit structure, TV, display items, banners, and/or other booth item is permitted to exceed 48" in height in the front 5' of the booth. Hanging signs are NOT permitted for linear booths.

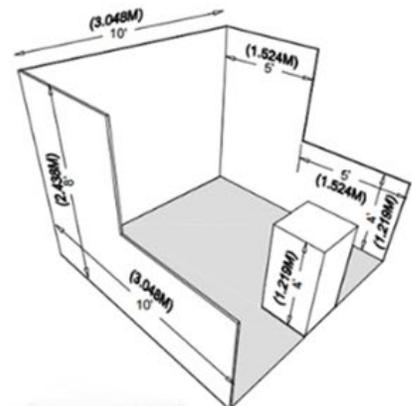
Example of Linear Booth:

10 ft. x 10 ft.



8ft Max. Back Wall & Rear Half Height

4ft Max. Display Item & Front Half Height

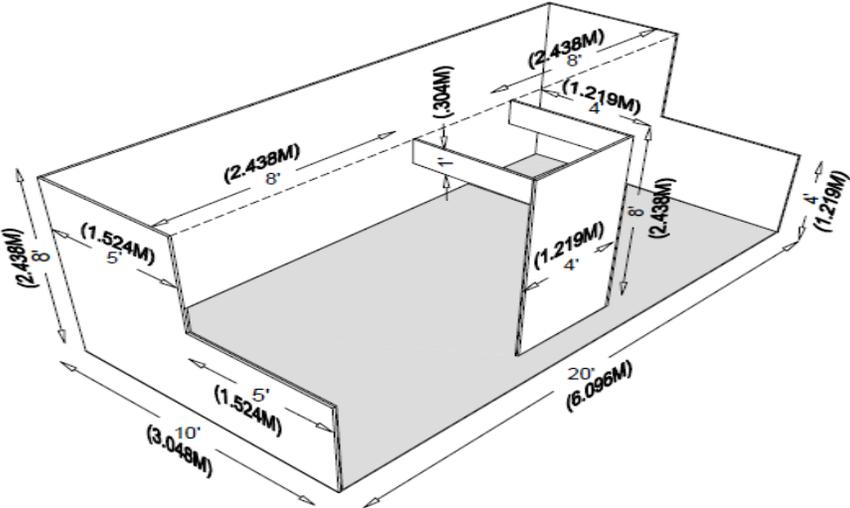


LINEAR BOOTH CONSTRUCTION GUIDELINES (continued)

An Extended Header Booth is a linear booth 20 feet or longer with a center extended header. All guidelines for linear booths apply to the Extended Header Booths, except that the center extended header has a maximum height of 8 feet, a maximum width of 20 percent of the length of the booth and a maximum depth of 9 feet from the back wall.

Example of Linear Booth (Extended Header):

20+ ft. x 10 ft.

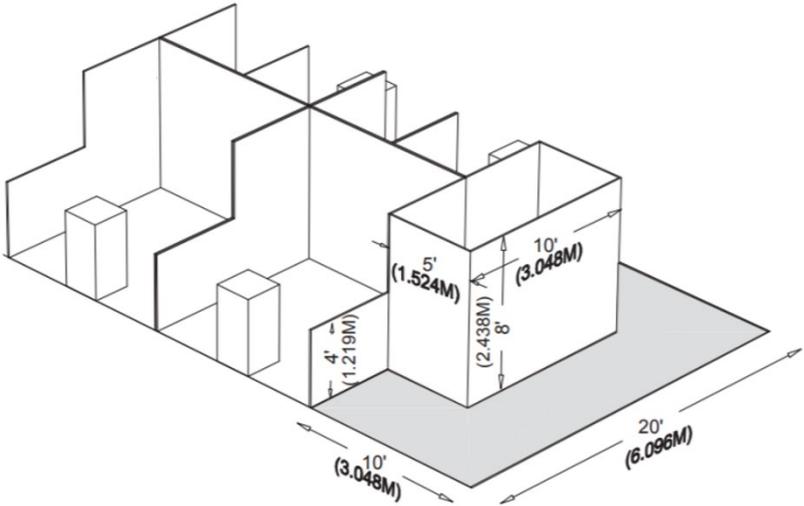


③ END-CAP BOOTH CONSTRUCTION GUIDELINES

End-cap Booths are generally 10 ft deep by 20 ft wide. The maximum back wall height allowed is 8ft and the maximum back-wall width allowed is 10ft at the center of the back-wall with a maximum 5ft height on the two side aisles. Within 5' of the 2 side aisles, the maximum height for any display materials is 4'.

Example of End-cap Booth:

20 ft. x 10 ft.



⑤ ISLAND BOOTH CONSTRUCTION GUIDELINES

All Island Booth layouts and structures along with any requests for variances must be **submitted in writing via email by April 15, 2020 to [Anna Fassano](#)** and approved by the NRF. Linear booths are not required to submit schematics unless you have purchased a linear as an island.

Additional requirements when submitting **island** schematics:

- All dimensions must be in US measurements (inches, feet)
- Elevation views should indicate the height of the following elements:
 - Top measurement of banner from the floor (no higher than 24 feet from the floor).
 - Bottom measurement of banner from the floor (no lower than 18 feet from the floor).
 - Overall height of the highest element of the display: 16 feet with a hanging banner; 24 feet without a hanging banner.
 - Height of elements in the sight paths: no higher than 48 inches.
 - Sight lines/paths must be shaded or called out based on sight line requirements above. (20% on all four sides).
 - If sight path is under a header, the height of the header(s) must be indicated. (Height of header limited to 2 feet).
 - For two-story displays, the percentage of square footage of the two-story to the size of the booth must be indicated. If the sight path is under a two-story, the material above must be clear and indicated on your plans.
 - If solid surface ceilings are used in your booth, the square footage must be indicated.

ISLAND BOOTH WITHOUT A HANGING SIGN

The following page includes different options for booth design, with specifications on height and see through space. To ensure a fair and equitable exhibiting experience, all island booths are required to adhere to these guidelines.

Island Booths with or without a floor supported header:

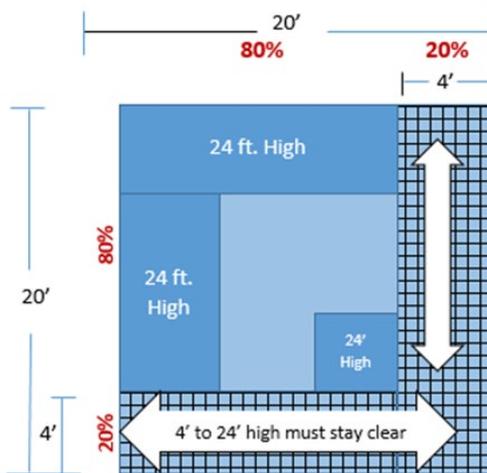
- Floor supported display height limitation is 18 feet.
- Must have a 20% **contiguous break** on all four sides of the booth to create a direct line of sight through the booth. The 20% sight path may be present under a header; however, the header cannot be larger than 2' in height. Additionally, if the sight path is under a header, the bottom of the header can be no lower than 16' from the ground.

Examples of calculations:

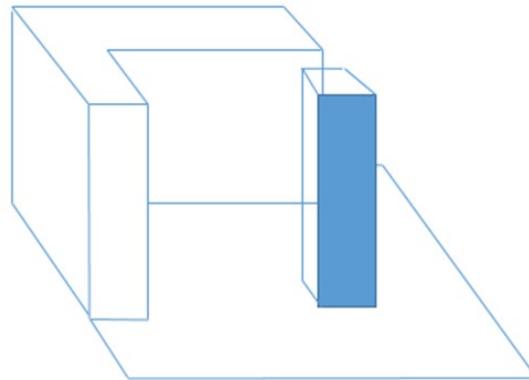
- 20' x 20' booth: Booth must include a 4' direct line of sight to the opposite side of the booth, creating a 4' opening on all sides. Complete and clear visibility must begin at 4' and continue to 18' high. If the sight path is under a header, the header cannot be larger than 2' in height and the bottom of the header no lower than 16'.

Example of an Island Booth *without* Hanging Banner and Header

Aerial View



Elevation View

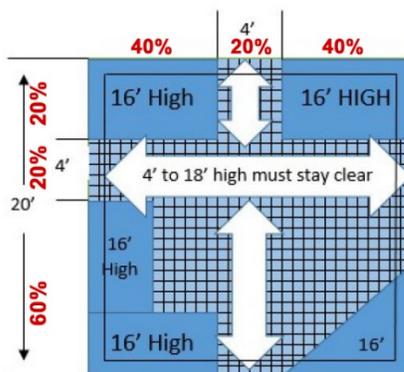


ISLAND BOOTH *WITH* A HANGING SIGN

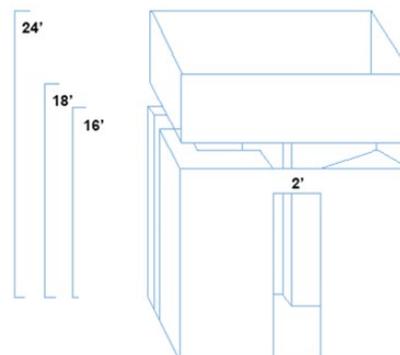
- Floor supported display height limitation is 16 feet
- In addition to rules and regulations listed above, if your booth includes a hanging banner, the bottom of the banner cannot be lower than 18' from the floor and the top of the hanging banner cannot be higher than 24' from the floor. If the sight path is under a header, header cannot be larger than 2' in height and the bottom of the header no lower than 16'.

Example of an Island Booth *with* Hanging Banner and Header

Aerial View



Elevation View



ADDITIONAL ISLAND BOOTH CONSTRUCTION GUIDELINES

- **Sound:** Any stage that is part of the booth must face the middle of the booth, and all speakers and A/V that are part of the presentation must be directed inside the booth. The booth must also have enough room for spectators of the presentations, as attendees will not be allowed to stand in the aisles to watch presentations. After seeing the booth layout, if Show Management feels the presentations may affect surrounding booths, a schedule of presentations will be required, and will be distributed to surrounding booths.
- **Two-Story Booths:** Double decker booths are permissible. The 20% sight line rules still apply as outlined above. Additionally, no more than 60% of the island booth space (inclusive of stairs) may be occupied by the two-story.

QUESTIONS

Contact Anna Fassano at anna_fassano@AFassanoCo.com or call at 856.302.0883 for more details and facility requirements.

THANK YOU.