



Booth Construction & Display Guidelines

Line of Sight Guidelines

*Guidelines adopted from the International Association of Exhibitions & Events
Display Rules and Regulations.*

Booth Construction & Display Guidelines

Nielsen Business Media has developed the necessary information to properly design and build your exhibit as well as plan your booth's layout and content. These professional standards ensure an environment conducive to successful interaction with your audience and your fellow exhibitors.



Linear, Corner & Perimeter Booths

A Linear Booth has only one side exposed to an aisle and is generally arranged in a series along a straight line. Linear booths are also called “in-line” booths.

A Corner Booth must adhere to the same guidelines as a linear booth with the exception that two sides will be exposed to the aisle.

A Perimeter Booth is a linear booth that backs up against a wall of the facility not to another line of exhibits

Dimensions:

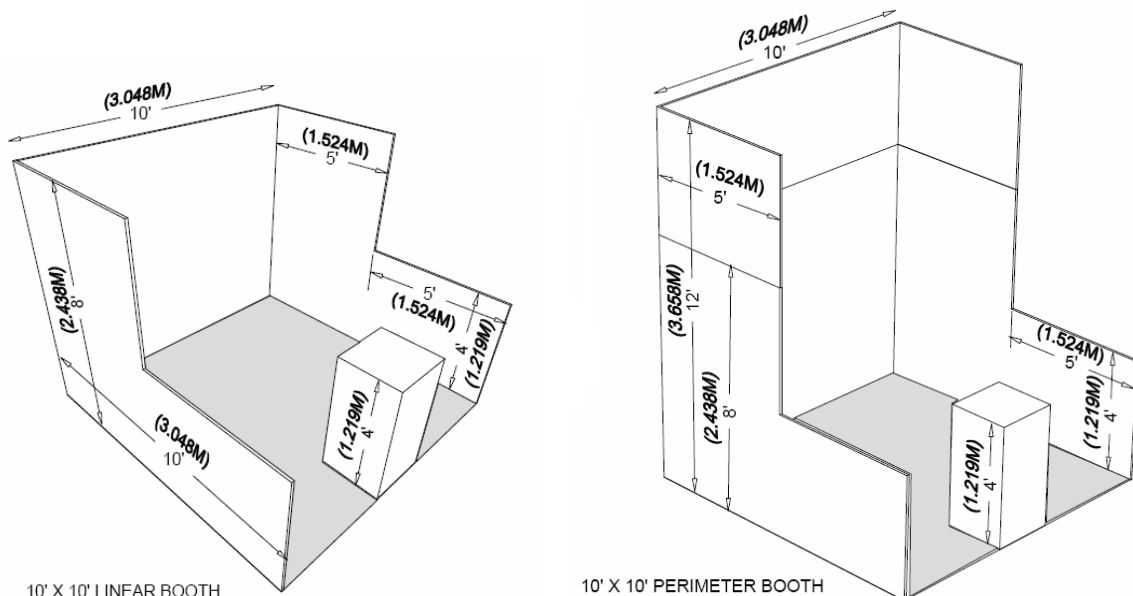
Linear & Perimeter booths are commonly ten feet (10') wide and ten feet (10') deep, i.e., 10' x 10'. Corner booths are commonly a minimum of twenty feet (20') wide and ten feet (10') deep. A maximum backwall height limitation of eight feet (8') for Linear and Corner booth and twelve feet (12') for Perimeter booths may not be exceeded without the written permission of NIELSEN BUSINESS MEDIA in advance of any set-up.

Use of Space - Line of Sight Rule:

A maximum height of eight feet (8') is allowed only in the rear half of the booth, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. Materials within the booth must be constructed so not to obstruct sight lines of neighboring exhibitors. Additionally, any unfinished and exposed portion of an exhibit must be made presentable prior to show opening at the expense of the Exhibitor.

Special considerations: When any one exhibitor contracts three or more linear booths side by side, the 4' height restriction is applied only to the exhibit space that is within ten feet (10') of a neighbor's exhibit space.

Ceilings and/or canopies may be constructed but must comply with sightline restrictions of a linear booth stated above. A ceiling may 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 (3"). ***Fire and safety regulations in certain facilities dictate specific regulations so please contact NIELSEN BUSINESS MEDIA if your exhibit is composed of any ceiling treatment***



10' X 10' LINEAR BOOTH

10' X 10' PERIMETER BOOTH

End-Cap Booth

End-cap booths are exposed on three sides to aisles and are composed of two booths.

Dimensions:

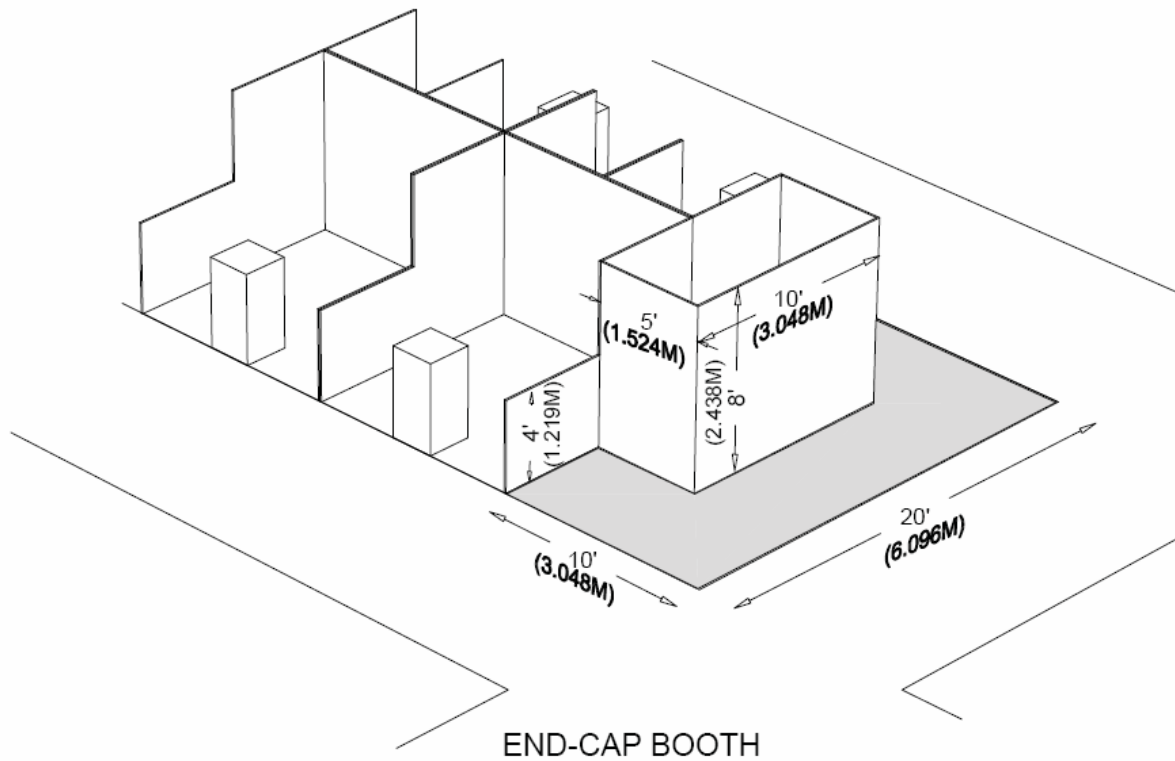
Generally ten feet (10') deep by twenty feet (20') wide. A maximum backwall height limitation of 8' may not be exceeded without the written permission of NIELSEN BUSINESS MEDIA in advance of any set-up.

Use of Space - Line of Sight Rule:

An end-cap booth may not exceed eight feet (8') in height in the rear half of the booth 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 the aisle.

Ceilings and/or canopies may be constructed but must comply with sightline restrictions of a linear booth stated above. A ceiling may 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 (3"). ***Fire and safety regulations in certain facilities dictate specific regulations so please contact NIELSEN BUSINESS MEDIA if your exhibit is composed of any ceiling treatment.***

Additionally, any unfinished and exposed portion of an exhibit must be made presentable prior to show opening at the expense of the Exhibitor.





Peninsula Booth

Peninsula booths are exposed on three sides to aisles and are composed of a minimum of four booths. A peninsula booth may be configured in one of two different ways:

- 1) One which backs up to linear booths
- 2) One, which backs up to another peninsula booth and is referred to as a "split island booth."

Dimensions:

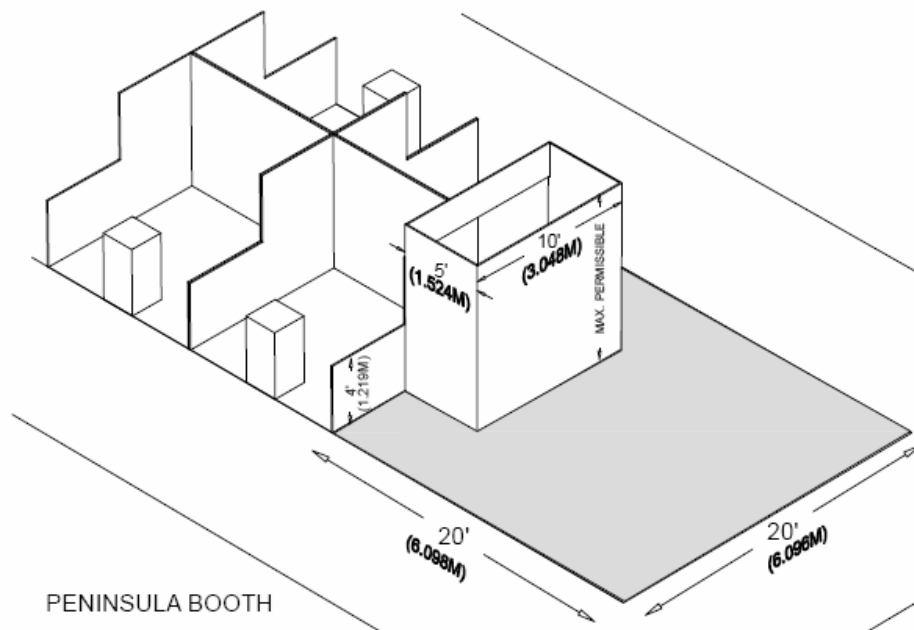
A peninsula booth is usually 20' x 20' or larger.

Use of Space - Line of Sight Rule:

When a peninsula booth backs up to two linear booths, the backwall is restricted to four feet (4') within five feet (5') of each aisle, always maintaining an adequate line of sights for the adjoining linear booths. Sixteen feet (16') is the maximum height allowance, including signage for the center portion of the backwall.

Ceilings and/or canopies may be constructed but must comply with sightline restrictions of a peninsula booth stated above. A ceiling may 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 (3"). ***Fire and safety regulations in certain facilities dictate specific regulations so please contact NIELSEN BUSINESS MEDIA if your exhibit is composed of any ceiling treatment.***

Additionally, any unfinished and exposed portion of an exhibit must be made presentable prior to show opening at the expense of the Exhibitor.



Split Island & Island Booths

A Split Island booth is a peninsula booth, which shares a common backwall with another peninsula booth. An Island booth is exposed to aisles on all four sides.

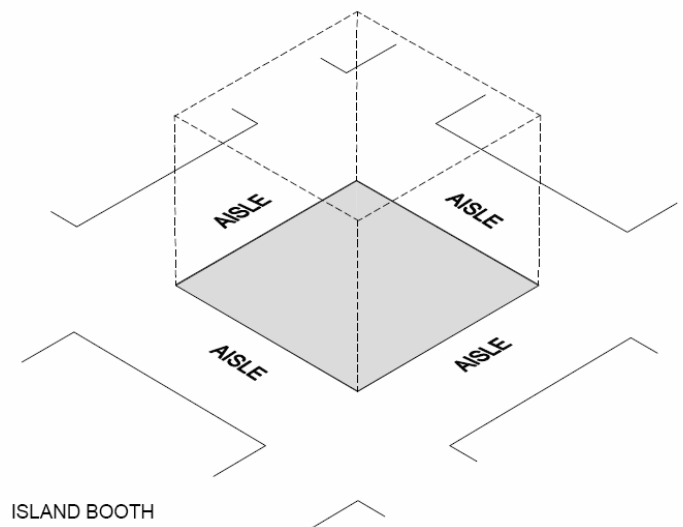
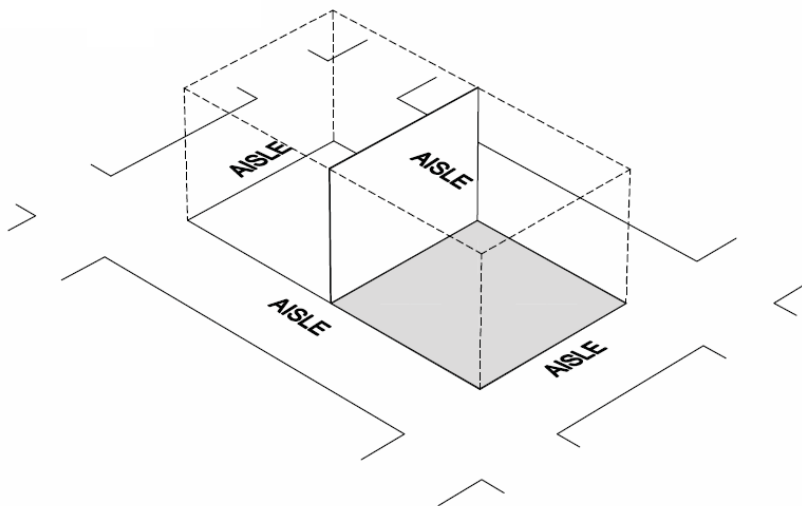
Dimensions:

An island booth is 20' x 20' or larger and may be configured in different ways.

Use of Space - Line of Sight Rule:

The entire cubic content of the booth including header graphics may not exceed sixteen feet (16') in height. Additionally, any unfinished and exposed portion of an exhibit must be made presentable prior to show opening at the expense of the Exhibitor.

Ceilings and/or canopies may be constructed but must comply with cubic content height restrictions as stated above. A ceiling may 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 (3"). ***Fire and safety regulations in certain facilities dictate specific regulations so please contact NIELSEN BUSINESS MEDIA if your exhibit is composed of any ceiling treatment.***





Common Considerations and Requirements

Canopies and Ceilings

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). The base of the Canopy should not be lower than seven feet (7') from the floor. Canopy supports should be no wider than three inches (3"). Fire and safety regulations in certain facilities dictate specific regulations that govern the use of canopies, ceilings and other similar coverings. Please contact Nielsen Business Media if your exhibit is composed of any ceiling treatment.

Hanging Signs and Graphics

Hanging signs and graphics are permitted in all Island and Split Island Booths, to a maximum height of twenty-five feet (25') from the floor to the top of signage and/or graphics. 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 must be sent to Show Management.

Americans with Disabilities Act (ADA)

Exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive and accommodating as possible. For additional information, go to: www.usdoj.gov/crt/ada/infoline.htm.

Fire and Safety Regulations

All construction materials used in your booth design must be made from certified fire retardant materials. Each exhibitor is asked to have available on-site both samples for testing and flame proofing certificates for inspection.

Electrical

Outlined within your Exhibitor Service Manual are the specific facility electrical requirements. Please read these requirements carefully and contact the facility-engineering department with special needs or considerations.

Common considerations include:

- * All 110-volt wiring should be grounded three wires.
- * All wiring that touches the floor must be a minimum of 14-gauge/three wire flat cord insulated to qualify for "extra hard usage".
- * All power strips must be UL approved, with built-in over-load protectors.

Please Note:

The following items require written approval from the Nielsen Operations Department before they can be included in your exhibit. Your request must be submitted no less than 30 days in advance of the first day of the event move-in.

Advance Permission Requests are for the Following:

HANGING SIGNS
STAND ALONE TOWERS
MULTI-STORY EXHIBIT AREAS
BRIDGING AISLES
MOTOR VEHICLE
OPEN FLAME AND/OR PROPANE

SPECIAL LIGHTING SUCH AS LASERS OR ULTRAVIOLET LIGHTING
LIGHTING TRUSSES OR OVERHEAD LIGHTING
SOUND or MUSIC
PHOTOGRAPHY

Note: Halogen lighting in some states such as Nevada and Illinois are not permitted. If your exhibit includes halogen lighting, please contact the Nielsen Operations Department @ 800-241-9034.