

# GEAPS Exchange Expo

## Exhibit Design Rules

These rules supplement the Rules of the Exhibitor Contract. GEAPS does not allow you to erect displays that interfere with other exhibits, or detract from the expo. Follow these rules and the contract rules as you plan and set up your exhibit.

### Ceiling-Suspended Signs

Banners or signs suspended above your booth must be finished and neat on all exposed sides. Their bottoms must be at least 11 feet off the floor, and their tops may be no higher than 16 feet off the floor. Their width, depth and diameter may not exceed the width or depth of your floor space.

You must use the designated form in the online exhibit kit to submit your plans for a ceiling-suspended banner or sign. GEAPS official exposition services contractor will hang all such banners and signs, and exhibitors are responsible for all costs associated with them.

### \*Height of Signs, Graphics and Background Displays

Background displays and graphics up to 8 feet in height may be installed in your exhibit space out to a distance of 5 feet from the back wall of the space. Beyond a distance of 5 feet from the back wall, backgrounds and showcases may be no more than 4 feet high. Unfinished sides or backs of showcases must be covered neatly.

\*This specific rule applies to signs, graphics and display assemblies (e.g. popup displays/showcases/backgrounds), and not equipment or other products or, physical representations (mock-ups) of equipment or products that are for sale. However, display lighting fixtures that are attached to the display may extend up to 6 inches above the display provided that the total display height does not exceed 8 feet 6 inches at any point.

### Height of Products

The height of equipment, products or physical representations (mock-ups) of equipment or products that are for sale is limited only by the ceiling and building regulations. However, starting 5 feet from the back wall and moving out toward the front, no products or equipment may stand within 12 inches of the siderails.

### End Cap Booths

Exhibits set up perpendicular to the expo's numbered aisles—horizontally across the end of an island—have special requirements. Their 8-foot backgrounds or showcases may be no more than 10 feet wide, and must be centered on the 20-foot back edge of their space.

### Island Booths

*(Stand-alone representing a single exhibitor with aisles on all four sides.)*

No height restrictions for products, signs, graphics and background display beyond the maximum height allowed by the convention center.

**The exhibit hall floor load is 300 lbs per sq. ft.**

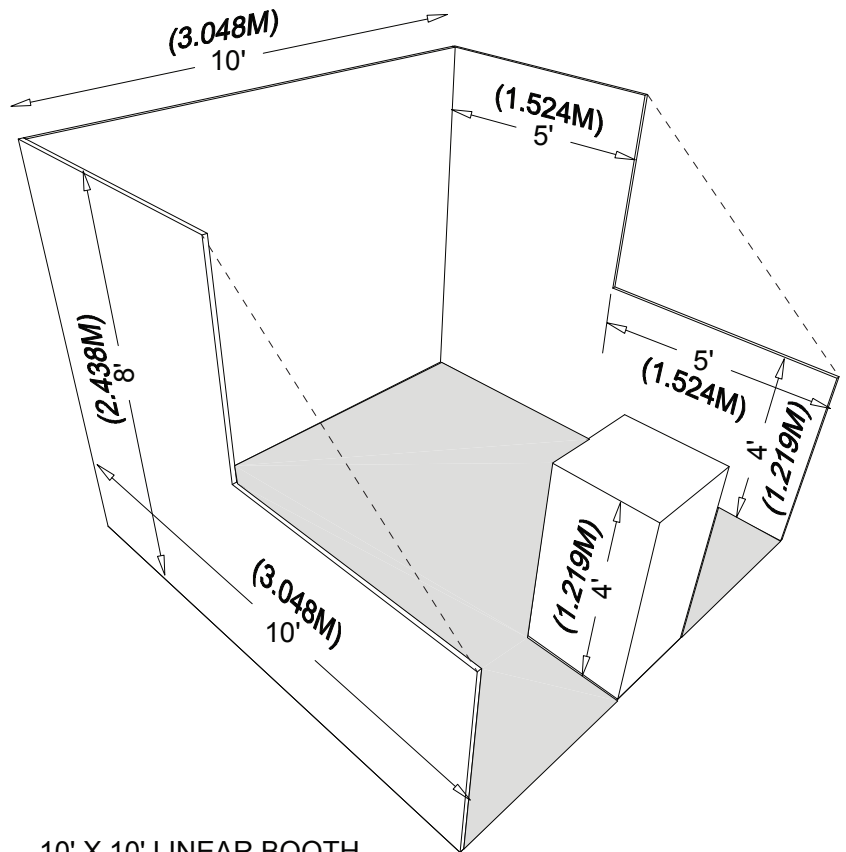
**The ceiling height in the expo hall varies from 33' to 42'**

### Exhibitors Must Work Inside the Booth

**Note:** No exhibit or exhibit component will be allowed where the exhibit design intends or result requires that business, including demonstrations, be conducted in the adjacent aisle(s).

### Exhibit Diagram Submittal Requirement

Exhibitors planning to include structures taller than 16' and/or physical enclosures as part of their exhibit must submit plans to GEAPS and the Exchange General Service Contractor in advance for review.



10' X 10' LINEAR BOOTH