

## ACMA 2017 EXHIBIT & DISPLAY GUIDELINES

**Exhibiting Companies, their employees and/or agents are required to comply with the following exhibit guidelines:**

- Hanging from ceiling is prohibited
- Exhibit must be self-contained within the assigned booth area; chairs, furniture, and/or exhibit materials are not to be placed outside the booth area.
- Exhibit and/or display materials shall be arranged so as to avoid obstructing the general view of the other exhibits in the exhibition area.
- Demonstrations are permitted only within the confines of the individual exhibitor's booth. Obstruction/interference with normal traffic flow and/or infringement of neighboring exhibits will not be permitted.
- **LINEAR BOOTHS** have a maximum back wall height of eight feet. The full height of the back walls may extend from the back of the booth to three feet forward. Maximum height for the front seven feet of the exhibit booth shall not be higher than three feet. When three or more LINEAR BOOTHS are combined as a single exhibit space, the three foot height limitation is applied only to that portion of the exhibit space that is within ten feet of an adjoining booth.
- **EXTENDED HEADER LINEAR BOOTHS** must follow the same guidelines as LINEAR BOOTHS except that the center extended header has a maximum of height of eight feet, a maximum width of twenty percent of the length of the booth and a maximum depth of nine feet from the back wall.
- **CORNER BOOTHS** are subject to all guidelines for LINEAR BOOTHS.
- **END CAP BOOTHS** have a maximum back wall height of eight feet that is only allowed in the rear half of the booth space and within five feet of the two side aisles with a three foot height restriction for all materials in the remaining space forward to the aisle.
- **PENINSULA BOOTHS** that back up to LINEAR BOOTHS have a maximum back wall height of three feet within five feet of each aisle, permitting adequate line of sight for the adjoining LINEAR BOOTHS. Maximum height range is sixteen feet including signage for the center portion of the back wall. Double sided signs, logos and graphics should be set back ten feet from adjacent booths.  
**NOTE: Booth design specs must be pre-approved by ACMA in advance of show**
- **SPLIT ISLAND PENINSULA BOOTHS** that share a common back wall with another PENINSULA BOOTH have a maximum height of 16 feet including signage and the entire cubic content of the space may be used up to the maximum allowable height. Double sided signs, logos and graphics should be set back ten feet from adjacent booths.  
**NOTE: Booth design specs must be pre-approved by ACMA in advance of show**
- **ISLAND BOOTHS** have a maximum height of 16 feet including signage and the entire cubic content of the space may be used up to the maximum allowable height. Layout for ISLAND BOOTHS must be pre-approved by ACMA.  
**NOTE: Booth design specs must be pre-approved by ACMA in advance of show**
- Display material exposing an unfinished surface to neighboring booths is strictly prohibited.
- Nothing shall be posted, tacked, screwed, or otherwise attached to columns, walls, floors, or other parts of the facility or furniture.
- Exhibitor shall not do, nor permit to be done, anything which may interfere with the effectiveness or accessibility of utility, heating, ventilation, or air conditioning systems or portions thereof, or to the public areas adjacent thereto, or to the street or sidewalks adjoining.
- If any changes are deemed as required by ACMA to protect the facility, the exhibiting company will be responsible for any associated expenses.

**ACMA RESERVES THE RIGHT** to make changes to show rules and guidelines that are necessary to ensure the health/safety of conference and exhibiting attendees, the significance of the exhibition and harmony of operation. Exhibitors will be notified of any changes.

**FAILURE TO COMPLY** with show guidelines on the part of exhibiting company, its employees, or agents may result in ACMA's termination of the exhibition contract, removal of exhibiting company and display from the conference and exhibit hall, and/or forfeiture of all fees paid to ACMA. All decisions of ACMA are final.