



EXHIBITOR SERVICES MANUAL

5. BOOTH BUILDING

Booth Construction Policy

Booth Construction Policy Questions and Answers

Guidelines for Building Your Own Booth

Booth Construction Policy

WSA has eliminated the use of pipe and drape used in the show. In-line booth exhibitors and peninsula booth exhibitors will be required to provide walls that will separate their booth from neighboring booths. For exhibitors with neighboring booths, there are a couple of options. One option is bring your own display booth. The booth must consist of three solid walls that are eight feet high and cannot be see-through, the walls must be a hard material and cannot be fabric. More details on the booth requirements can be found on the following pages. **In-line configurations will require three 8' high walls that must meet Show Management approval.**

The second option available to in-line exhibitors is a Turnkey Booth Package. Turnkey Booth Packages come with everything necessary to exhibit; table, chairs, lights, electrical power, shelves, sign and more.

All in-line booths are affected by the Booth Construction Policy. An in-line booth is a booth that is 10 feet deep. Booths that are 10' x 10', 10' x 20', 10' x 30', or 10' x 40' are in-line booths. These booths will be required to either purchase or rent a custom display that consists of three 8 foot high walls or purchase an WSA Booth Package. The policy also affects peninsula booths and 20' x 20' inline booths. Peninsula exhibitors will be required to provide a back wall that is least 8' tall along the entire back of the booth. 20' x 20' inline exhibitors will be required to provide two side walls that are at least 8' tall along the entire length of both sides of the exhibit.

Booth Construction Policy Questions and Answers

Does this policy apply to all exhibitors?

No, only in-line booths and peninsula booths are affected by this policy. All booths that are 10' x 10', 10' x 20', 10' x 30', etc. will be required to purchase a turnkey package, or exhibitors may use a custom booth that has three eight foot high solid walls. A custom booth can be owned by the exhibitor or rented from GES or an approved exhibitor appointed contractor (EAC). A custom booth must fit within the show rules. Custom booth building details are on the following pages.

Peninsula booths and 20'x20' inline or peninsula booths will need to provide their own wall to separate their booth from an adjoining booth. WSA **DOES NOT ALLOW** pipe and drape dividing walls.

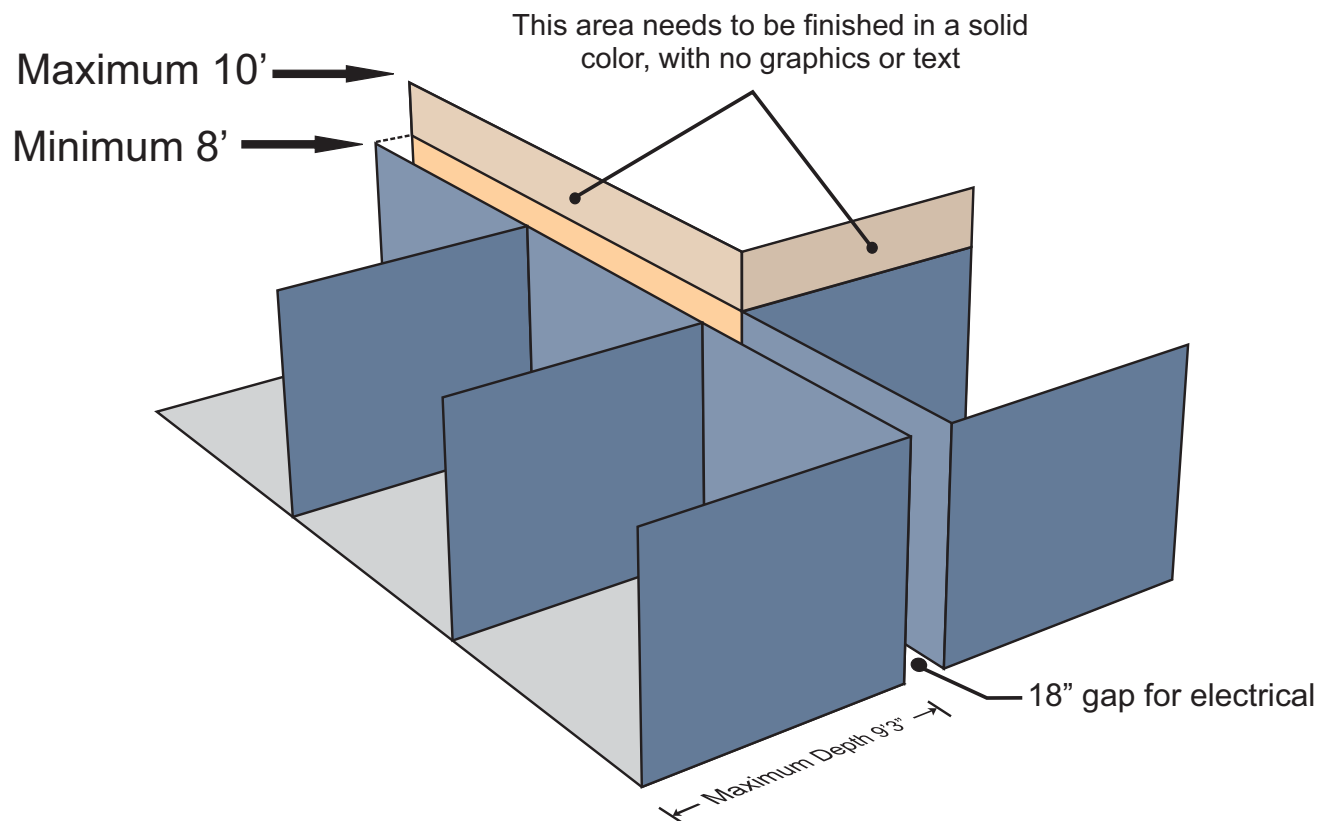
What if I have already purchased booth space and now would like to purchase a Booth Package?

You can upgrade from a standard booth to a Booth Package just by paying the difference. Please send in a completed Booth Packages Form along with payment.

What if I show up and do not preorder a package?

When WSA receives your contract, if you have not specified your booth package, WSA will assume that you have your own custom booth. Exhibitors that have not purchased a WSA Turnkey Package and DO NOT have their own custom booth that complies with WSA rules will be FORCED to purchase a Turnkey Package at onsite prices.

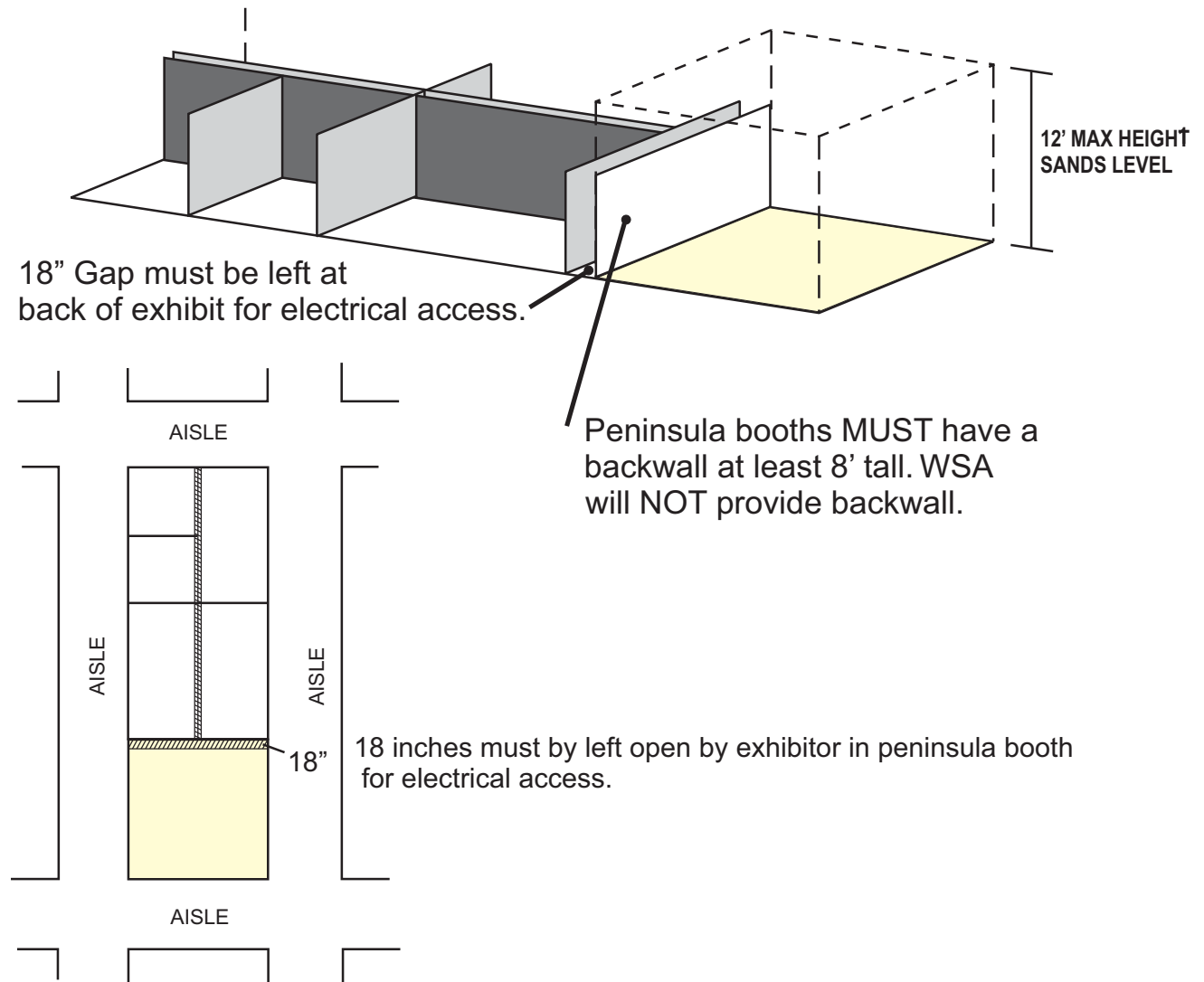
IN-LINE BOOTH Bounded by an aisle on one or two sides. In-line booths may have walls that reach a maximum height of 10'. Walls **MUST** be a minimum of 8' high and may reach a maximum height of 10'. The backside of walls above 8' high must be finished. WSA will **NOT** provide walls, exhibitor must provide walls.



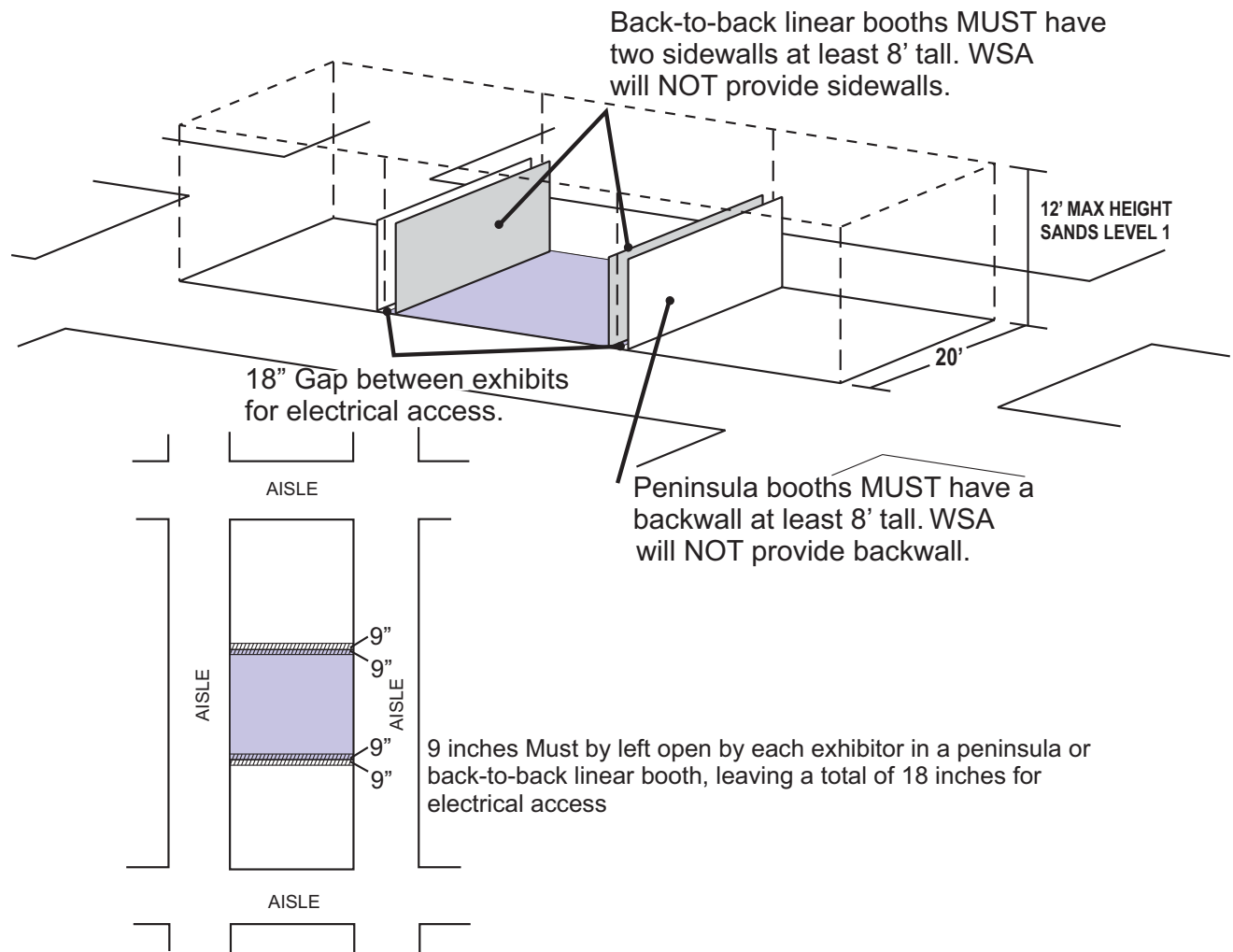
To build or rent a custom display for your inline booth, your display must meet the following guidelines:

- For electrical access, 9 inches at the rear of the display must be kept clear - even if you do not order electrical service for your booth.
- Your booth must walls between 8' and 10' on three sides.
- The walls cannot be see-through. Grid wall and shelving units are considered see-through and cannot be used as a booth wall.
- No part of your display may exceed 10' in height, including signs.
- Any part of the outside of your display that is visible must be finished, the area above 8' high that is adjacent to a neighboring booth **CANNOT** have graphics or signs.

PENINSULA BOOTH Bounded by aisles on three sides and 20' x 20' or larger. All peninsula booths must have an 8' high back wall provided by the exhibitor. WSA will NOT provide walls. Peninsula exhibits must leave 18" of space behind the back wall for electrical and fire access. Peninsula booths can be built to a maximum height of 12' on Level 1 and to a maximum height of 16' on Level 2.



BACK-TO-BACK LINEAR BOOTHS 20' wide, bounded by two parallel aisles and 20' x 20' or larger. All peninsula booths must have an 8' high side walls on both sides provided by the exhibitor. WSA will NOT provide walls. There must be 9 inches left open on each side of the display for electrical access. Back-to-back linear booths can be built to a maximum height of 12' on level 1 and to a maximum height of 16' on Level 2.



ISLAND BOOTH Bounded by aisles on all four sides and 20' x 20' or larger. Island booths can be built to a maximum height of 12' on Level 1 and to a maximum height of 16' on Level 2.

