

DISPLAY GUIDELINES & BOOTH SPECIFICATIONS

1. All booth spaces are 10' deep x 10' wide. Absolutely no displays may extend beyond these dimensions, as marked on the floor. If your display extends beyond these dimensions and the decorator must cut the aisle carpet around your display, you will be charged for that length of carpet at their replacement rate--refer to Hargrove Furnishings Order Form for fee. Please note that displays should be less than 10' x 10' as your space also includes the pipe and drapery dividers. **Important Note:** Some booths will have columns located within the display area (as noted on the floor plan on 2G). The columns have a 12" x 12" square base and some hold a water faucet, electrical box and / or fire extinguisher.
2. ***Each booth is provided with a black 8' high back wall and 3' high side wall. 8' high side walls are permitted ONLY for the rear 5' depth of the booth (draped on back), with sidewalls in the front 5' of the booth not to exceed 4' in height. Back walls of an exhibit cannot exceed a maximum of 10' in height unless the exhibit is located on the back wall of the show or against a permanent wall of the building. The back wall must be finished above the 8' height of the drapery at exhibitor expense--see following page for more information. *QUESTIONABLE BOOTH SIDE WALL SITUATIONS WILL BE REVIEWED AT THE DISCRETION OF THE SHOW MANAGEMENT. (Refer to 2B and 2C)***
3. Ceiling decorations are permitted, but must not obstruct decorations put up by show management. Approximate ceiling heights: 16' at center to 14' on front and back of building. The largest door opening in the Exhibit Hall is approximately 18' high by 15' wide.
4. Each exhibit booth will be provided with a 6' draped table and a 7" x 44" exhibitor identification sign.
5. Show management will carpet all aisles in Tuxedo (Black & Grey speckled). ***All exhibitors must carpet (or have a floor covering) their display area for comfort and appearance.*** Carpet can be provided by the exhibitor or rented from Hargrove starting at a special online price of \$154 for 10' x 10' carpet until September 4th. This special price is for grey standard carpet only and order must be placed in by September 4th.
6. Nothing can be tacked, nailed, stapled, screwed or otherwise attached to the walls, floors or other parts of the exhibit building. Exhibitor is responsible for any damage that they do to the exhibit building.
7. Electrical power in the amount of 500 watts (**one outlet only**) will be provided to each 10' x 10' booth. All exhibitors must have a 50' 3-wire UL approved extension cord(s) to reach the receptacle and a power strip. Additional service can be ordered from the electrician at the exhibitors' expense. See Electrical Order Form on page 3E for information. ***Supplemental lighting is encouraged for displays as the overhead light is not always adequate.***
8. All objectionable sound-making devices, including any type of amplification device, noisy games and more, are prohibited from use during the show. The playing of copyrighted music, other than for demonstration purposes, is prohibited during the show.
9. ***All exhibitor activity must be conducted within the confines of the booth space including roving entertainers and distribution of literature and giveaways.*** Exhibitors who observe non-exhibitors soliciting business during the show should report this activity to the Show Office, so that we can stop the solicitation efforts by non-exhibitors!
10. The service of food and non-alcoholic beverages is permitted by exhibitors in their assigned space.
11. Fuel of any type is prohibited from use in the exhibit halls.
12. ***All displays must be staffed from 10 AM to 5 PM on show day. No exhibitor may remove exhibit materials from the booth in advance of 5 PM on show day.***
13. Announcements made during the show will be permitted for show management and emergency purposes only. No other announcements will be permitted.
14. Exhibitors are encouraged to add interest to their booth with giveaways and prizes. The exhibitor is responsible to notify winners and to distribute prizes. No announcements will be made by show management.
15. NO gambling of any type that involves the exchange of money.
16. It is the responsibility of the exhibitor to make certain that all persons involved with their exhibit know and obey all rules and procedures.
17. If an exhibitor needs water for the booth, he/she must provide their own garden hose.
18. The Builder Mart Committee reserves the right for final approval of the floor plan up to show day.

EXHIBIT CONSTRUCTION GUIDELINES

Please review this page carefully--it explains the layout of a booth for Builder Mart. It is very important that all exhibitors adhere to the restrictions on sidewalls and back walls. This will help to eliminate problems in your show set up and help you be a good neighbor.

Linear Booth

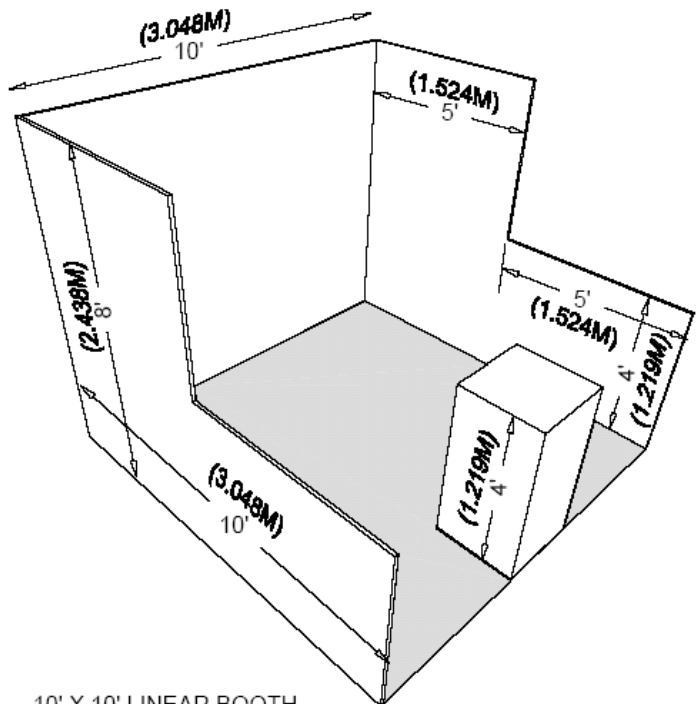
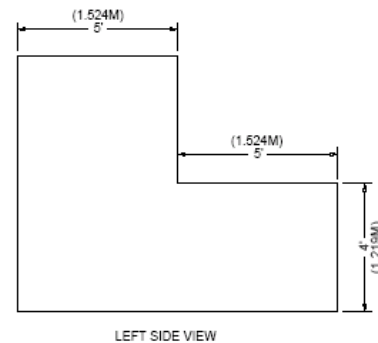
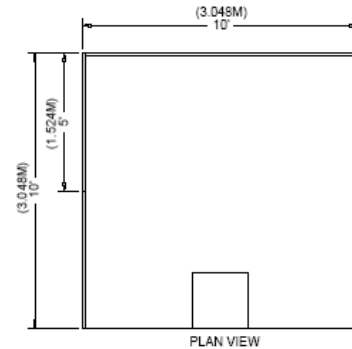
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

Use of Space

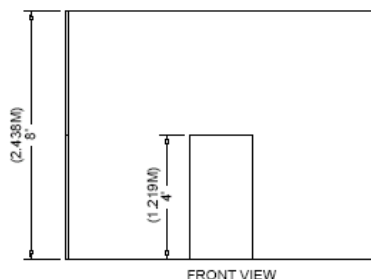
Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. (See Line-of-Sight exception on page 8.) Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides.

All other guidelines for Linear Booths apply.

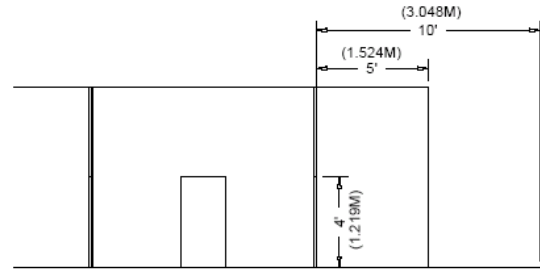


End-cap Booth

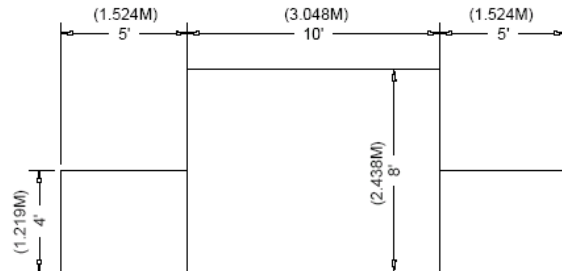
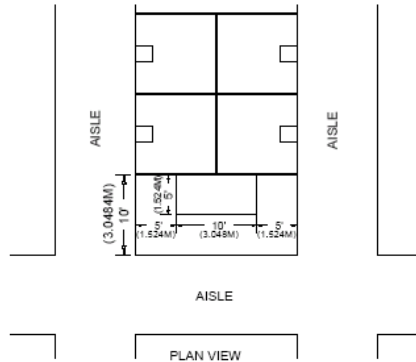
An End-cap Booth is exposed to aisles on three sides and composed of two booths.

Dimensions

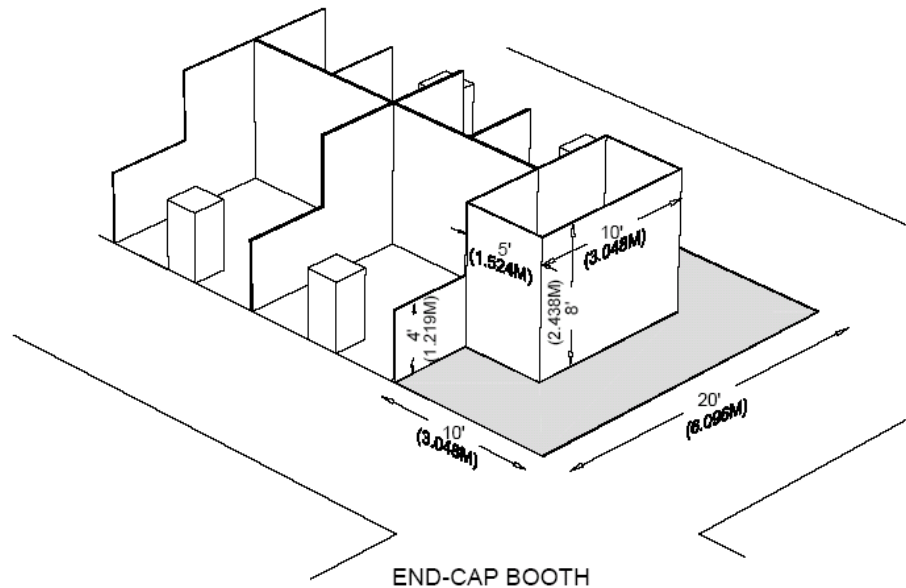
End-cap Booths are generally ten feet (10') deep by twenty feet (20') wide. The maximum backwall height of eight feet (8') is allowed only in the rear half of the booth space and within five feet (5') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.



LEFT SIDE VIEW



FRONT VIEW



END-CAP BOOTH

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**PLEASE FOLLOW THESE RESTRICTIONS.
YOUR COOPERATION IN BEING A GOOD NEIGHBOR IS GREATLY APPRECIATED
IF YOU HAVE ANY QUESTIONS, CALL THE SHOW MANAGERS IMMEDIATELY.**