



# BOOTH DISPLAY SPECIFICATIONS

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### III. Display Specifications

Various types of booths are available at the the Nursery/Landscape Expo:

- (1) Standard Booth
- (2) Corner Booth
- (3) Endcap Booth
- (4) Island Booth

Exhibit limitations vary with the type of booth. (See Section IV of this *Expo Policy Manual* for detailed descriptions of the Nursery/Landscape Expo booths.) All exhibits are subject to the following restrictions.

#### A. Display Boundaries

Exhibit space is sold in 10' x 10' blocks. Booths are created by various combinations of those blocks. Dimensions (width, height, and depth) of a booth will vary depending on the number and type of booth purchased. Even though the booth is sold as a 10' X 10' unit, the more accurate width measurement for an interior structure is 9'6". Exhibitors should take this into consideration when determining the dimensions of their booth. No exhibit material may extend beyond the boundaries of the exhibit space.

#### B. Canopies, False Ceilings, Banners

Canopies, false ceilings and banners must conform to the height restriction stated for each type of booth. (See Section IV of this *Expo Policy Manual*.) Vertical supports up to 3" in width may be used on the front corners of the booth.

#### C. Booth Equipment and Furnishings

Each exhibit space will have an 8' high backdrap and 36" high side drapes. If an exhibitor selects more than one exhibit space (in a linear configuration), the dividers between all connecting exhibit spaces may be removed. If an exhibitor selects a corner exhibit space, the divider at the end of the exhibit row may be removed. If an exhibitor selects an entire island of exhibit spaces, all dividers and backdrapes may be removed; however, the exhibitor will not be permitted installation of his exhibit in such a manner as to disrupt or change the flow of traffic. Each exhibitor will be furnished at no extra charge a sign showing the company name, city, state and booth number. Additional equipment will be available from the official service contractor. Early-order discounts are offered on most equipment and services provided by the Nursery/Landscape Expo contractors. Orders not qualifying for the discount will be charged at the standard rate. All rates will be published in the Exhibitor's Service Kit furnished by the official service contractor. Exhibitors may bring in their own equipment.

#### D. Exhibit Area Requirements

##### 1. Badges

Exhibitors must wear their exhibit badge during all show hours.

##### 2. Noise

Exhibitors will maintain exhibit equipment and personnel in such a manner that noise and personnel will not unduly affect the operation of other exhibitors.

##### 3. Area

Exhibitors are required to keep equipment, merchandise and promotional or advertising materials within the confines of the exhibit space contracted for. All exhibits must not be of such nature or arrangement as to obstruct the view or interfere with exhibits of others. Each exhibit area must conform to the master floor plan.

##### 4. Clean-Up

Daily janitorial service will be provided for aisles only. Any rubbish to be discarded from within the booths should be placed in the aisle at the close of the expo each night. If you desire the interior of your booth cleaned, janitorial service is available. Rates are published in the Exhibitor's Service Kit. On dismantle, Exhibitor is responsible for removal of all items brought into the facility. Any product NOT removed from exhibit space by 12 noon on the last day of move out - the cost of labor/equipment to remove product is the responsibility of Exhibitor.

##### 5. Demonstrations

All demonstrations must be confined within the exhibit space. Aisles must not be obstructed at any time. Expo Management reserves the right to determine if a demonstration interferes with others and when, if necessary, it must be discontinued.

### IV. Booth Descriptions

#### A. Standard Booth

##### 1. Definition

One or more standard units in a straight line.

##### 2. Height/Depth

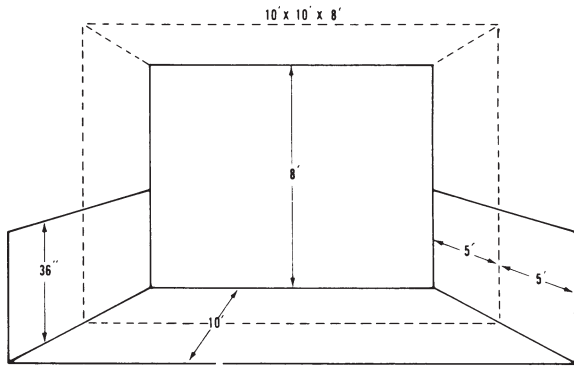
All exhibit spaces have an 8' high backdrap. If materials exceed the 8' height, they must be displayed so that they do not interfere with the overall impact of the exhibit directly behind. In addition, all exhibit materials in excess of 36" in height, and placed within 10 linear feet of an adjoining exhibit, must be confined to that area of the exhibitor's space which is within 5' of the back line. Any violation of this rule must be immediately corrected or possible loss of booth space may result. Exhibit fixtures, components, signs and banners will be permitted to be displayed.

##### 3. Intent

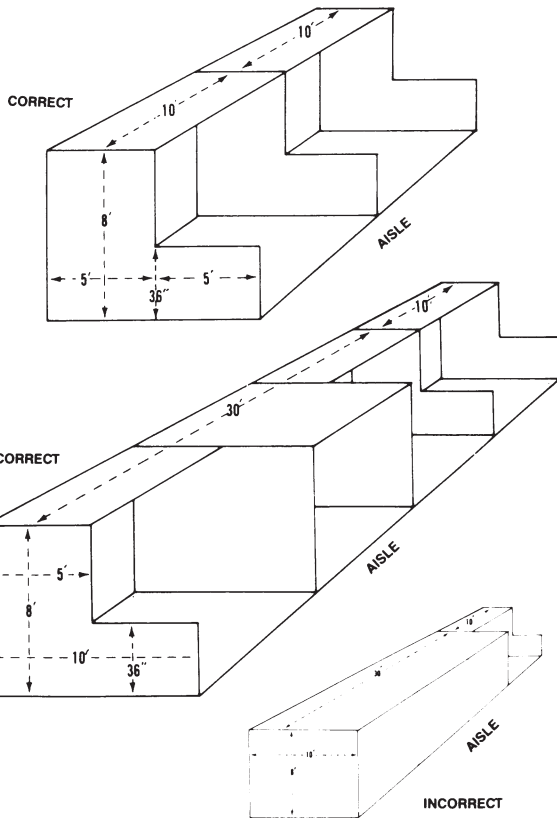
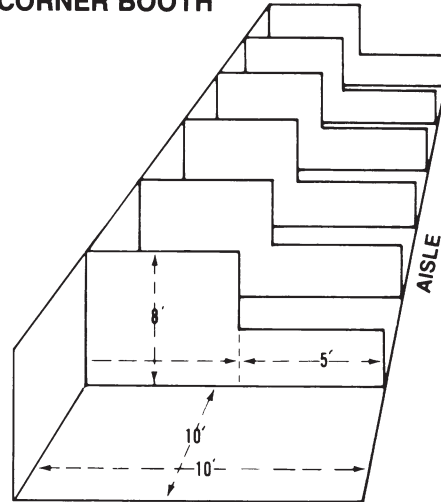
Each exhibitor is entitled to a reasonable sightline from the aisle, regardless of the size of the exhibit. Exhibitors with large space (Example: 30 linear feet or more) should also be able to use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 36" and within 10 linear feet of a neighboring exhibit is intended to accomplish both of these aims.

Any material exceeding the 8' height must be displayed so that it will not be objectionable to adjacent exhibitors. Expo Management reserves the right to alter objectionable displays and bill the exhibitor for the charges incurred.

## STANDARD BOOTH



## CORNER BOOTH



## B. Corner Booth

### 1. Definition

Any single booth located on the corner of an aisle. A corner booth is considered premium booth space.

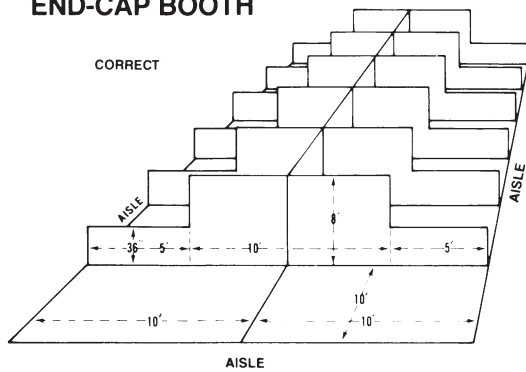
### 2. Height/Depth

All exhibit spaces have an 8' high backdrapery. If materials exceed the 8' height, they must be displayed so that they do not interfere with the exhibit directly behind. In addition, all exhibit materials in excess of 36" in height, and placed within 10 linear feet of an adjoining exhibit, must be confined to that area of the exhibitor's space which is within 5' of the back line. Any violation of this rule must be immediately corrected or possible loss of booth space may result. Exhibit fixtures, components, signs and banners will be permitted to be displayed.

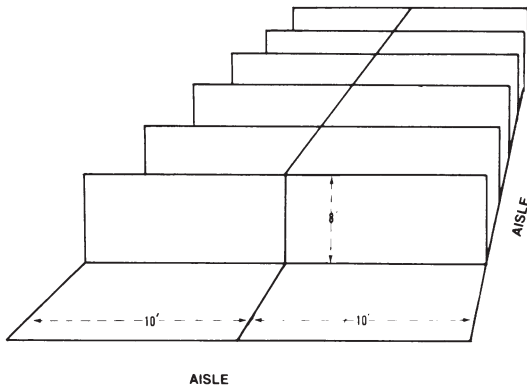
### 3. Intent

Corner booths offer 20' of aisle frontage. Exhibitors utilizing corner booth space can remove the 36" hide side divider at the end of the exhibit row and receive the extra advantage of additional aisle frontage.

## END-CAP BOOTH



INCORRECT



### C. Endcap Booth

#### 1. Definition

Back-to-back corner exhibit spaces that are combined to make one booth facing an aisle. The two end spaces of an Endcap Booth are considered premium booth space.

#### 2. Height/Depth

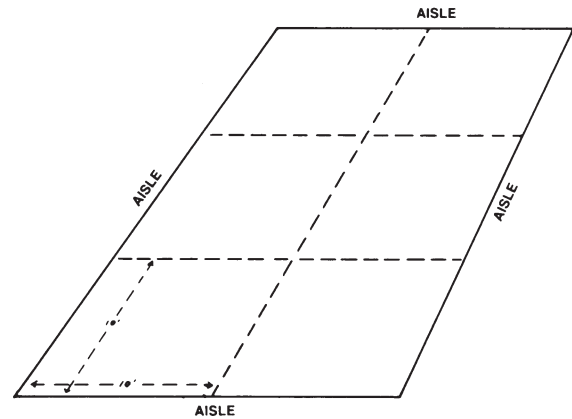
Endcap booths have a 20' wide backdrapery. The center 10' of that backdrapery is 8' high. If material exceeds the 8' height, it must be displayed so that it does not detract from the overall impact of the adjacent exhibits. The 5' area on either side of the 8' backdrapery is limited to displays 36" in height. Exhibit fixtures, components, signs and banners will be permitted to be displayed.

#### 3. Intent

Each exhibitor is entitled to a reasonable sightline from the aisle, regardless of the size of the exhibit. Exhibitors with Endcap Booths should be able to use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 36" and within 10 linear feet of a neighboring exhibit, is intended to accomplish both of these aims.

Exhibitors in Endcap Booths must finish the back portion of their exhibit so it will not be objectionable to adjacent exhibitors. Expo Management reserves the right to have such finishing done and bill the exhibitor for the charges incurred.

## ISLAND BOOTH



### E. Island Booth

#### 1. Definition

Blocks of exhibit space with aisles on all four sides. An island booth is considered premium booth space.

#### 2. Height

Exhibit fixtures, components, signs and banners will be permitted to be displayed. Since an Island Booth is automatically separated by the width of an aisle from neighboring exhibits, full use of the floor space is permitted.

#### 3. Intent

When an Island Booth exceeds 8' it does not interfere with other exhibitors because it does not back up to another exhibit.

# Future Expo Dates

## **2010**

August 20-22

Henry B. Gonzalez Convention Center  
San Antonio, Texas

## **2011**

August 19-21

Dallas Convention Center  
Dallas, Texas

## **2012**

August 17-19

George R. Brown Convention Center  
Houston, Texas

## **2013**

August 16-18

Dallas Convention Center  
Dallas, Texas

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