

# 2012 Exhibit Booth Display Guidelines

## for ACA International Trade Shows



The following exhibit booth display guidelines have been designed to help ACA's exhibitors design their booths for ACA's trade shows and to help maximize the exhibit experience for all exhibitors at each event. The guidelines will be strictly enforced by ACA International on the trade show floor. Exhibitors with new booth designs or variances to the display guidelines in this document must submit their design and request for approval in writing to ACA International no later than 30 calendar days prior to the first day of the trade show. After review, ACA will provide written permission for reasonable variances.

Please review these display guidelines carefully. If on setup day of the show, ACA finds that a display does not meet the requirements of these guidelines, the exhibiting company may be asked to make adjustments accordingly and at cost to the exhibiting company.

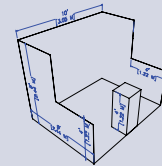
These guidelines are by no means the only restrictions for the show. It is the exhibitor's responsibility to review the Freeman Exhibitor Service Kit in its entirety to learn of all restrictions including union jurisdictions, electrical, rigging and shipping requirements. The Freeman Exhibitor Service Kit for ACA's Annual Convention and the Spring Forum & Expo are available from ACA's Manager of Meetings & Expo.

ACA reserves the right to amend these guidelines at any time and provide appropriate notice of changes to exhibitors.

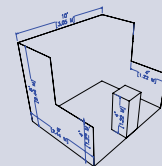


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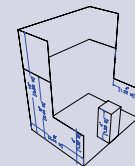
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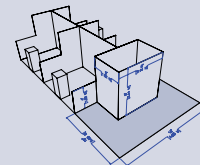
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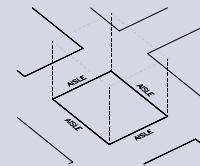
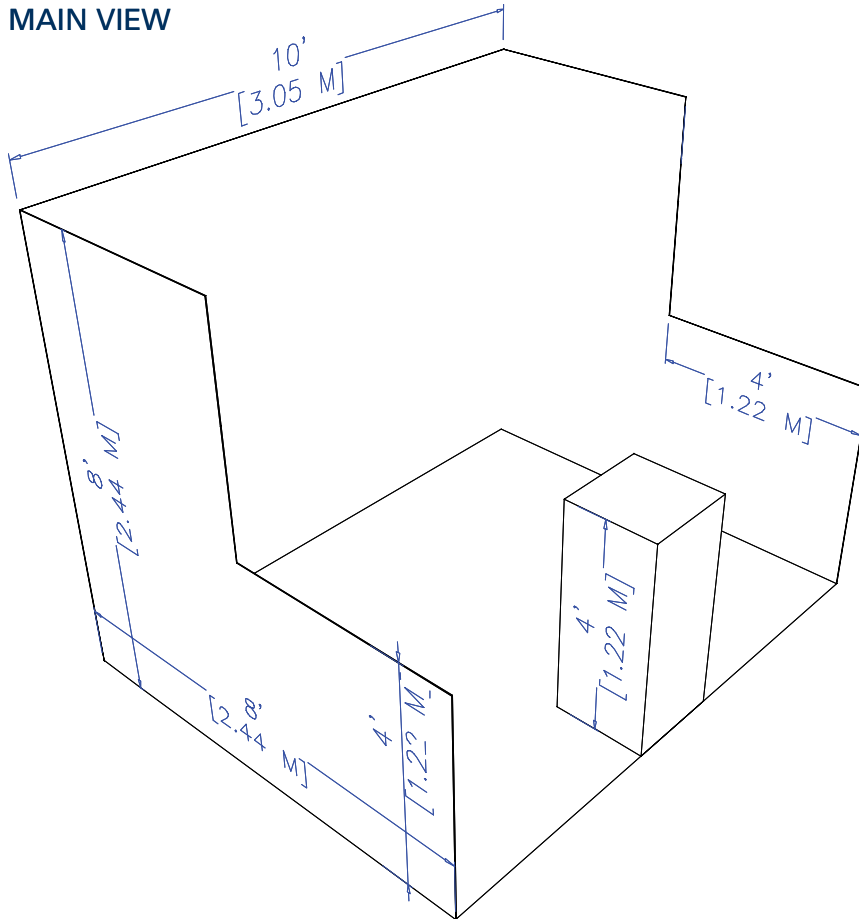


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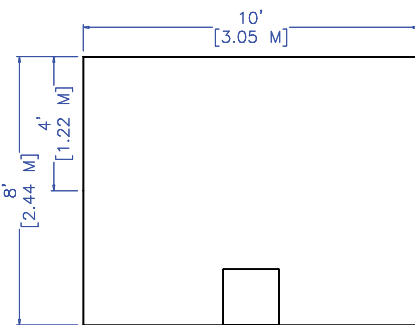
# Linear Booths

Applies to: Annual Convention  
Spring Forum & Expo

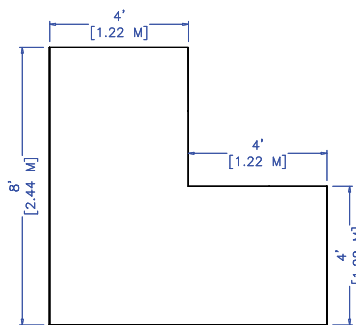
MAIN VIEW



TOP VIEW



SIDE VIEW



**Linear booths** are the most common at ACA shows. They have one side (front side) exposed to the aisle and are lined up next to one another in a straight line. If you are in a linear booth, you will have other exhibiting companies on both sides of your booth. For ACA shows, linear booths have an 8-foot-high by 10-foot-wide draped back wall and a 3-foot-high by 8-foot-wide draped side divider on each side of the booth. Drape colors will vary from show to show. Different combinations of linear booths can be used to create island booths, split island booths and end-cap booths. See descriptions of these booth types for more details.

## Use of Space in a Linear Booth

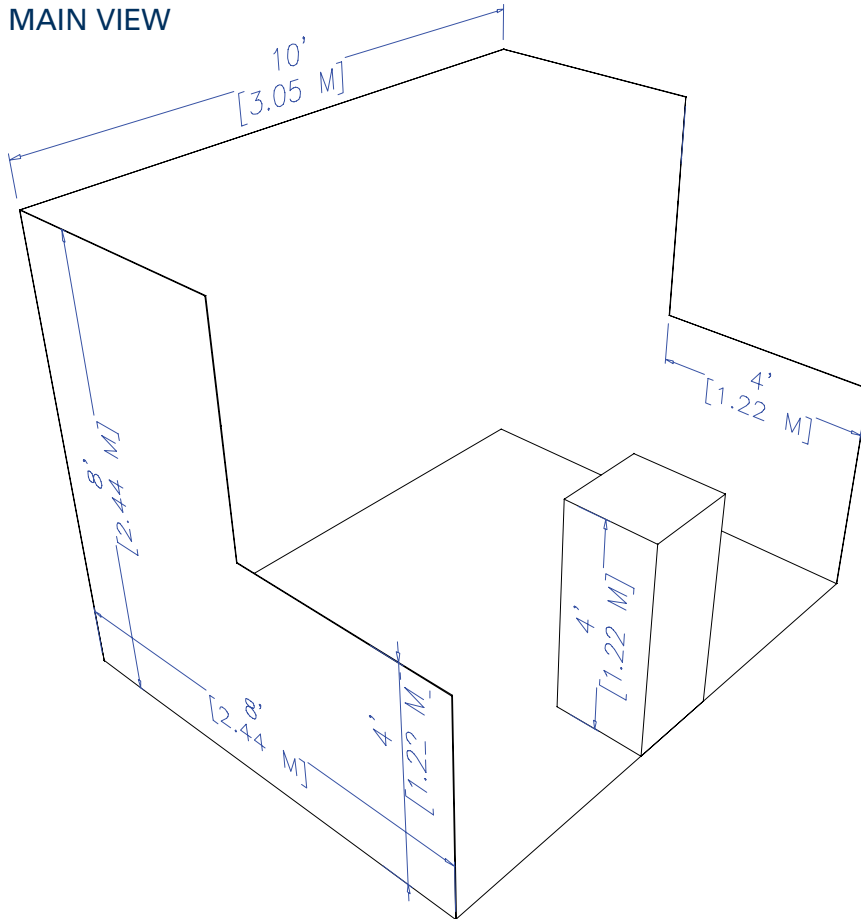
Regardless of the number of linear booths you are utilizing, the following restrictions apply to each individual booth.

The maximum height of the back 4 feet of the booth is 8 feet high. The maximum height of the front 4 feet of the booth is 4 feet high. All booth materials and displays must be contained within the lines of the booth. Hanging signs, graphics, canopies and other materials from the ceiling is not allowed for this booth type. Double booths with center extended headers must not exceed a maximum width of 4 feet for the extended header. If you are utilizing three or more linear booths in a row (total of 30 feet wide or more), the 4-foot-high limitation does not apply to the middle booth(s).

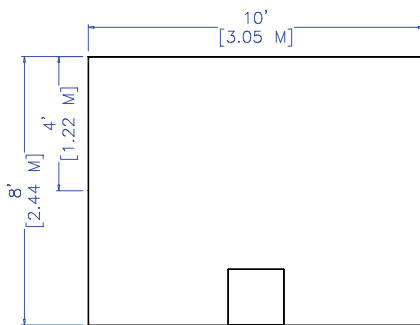
# Corner Booths

Applies to: Annual Convention  
Spring Forum & Expo

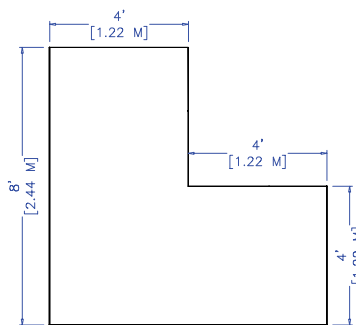
MAIN VIEW



TOP VIEW



SIDE VIEW



**Corner booths** are also common at ACA shows. They are linear booths that have two sides (front side and a right or left side) exposed to the intersecting aisles. If you are in a corner booth, you will have one other exhibiting company directly next to you. For ACA shows, corner booths have an 8-foot-high by 10-foot-wide draped back wall and a 3-foot-high by 8-foot-wide draped side divider on one side. Drape colors will vary from show to show. A combination of two corner booths at the end of a line of linear booths can be used to create an end-cap booth. See descriptions of end-cap booths for more details.

## Use of Space in a Corner Booth

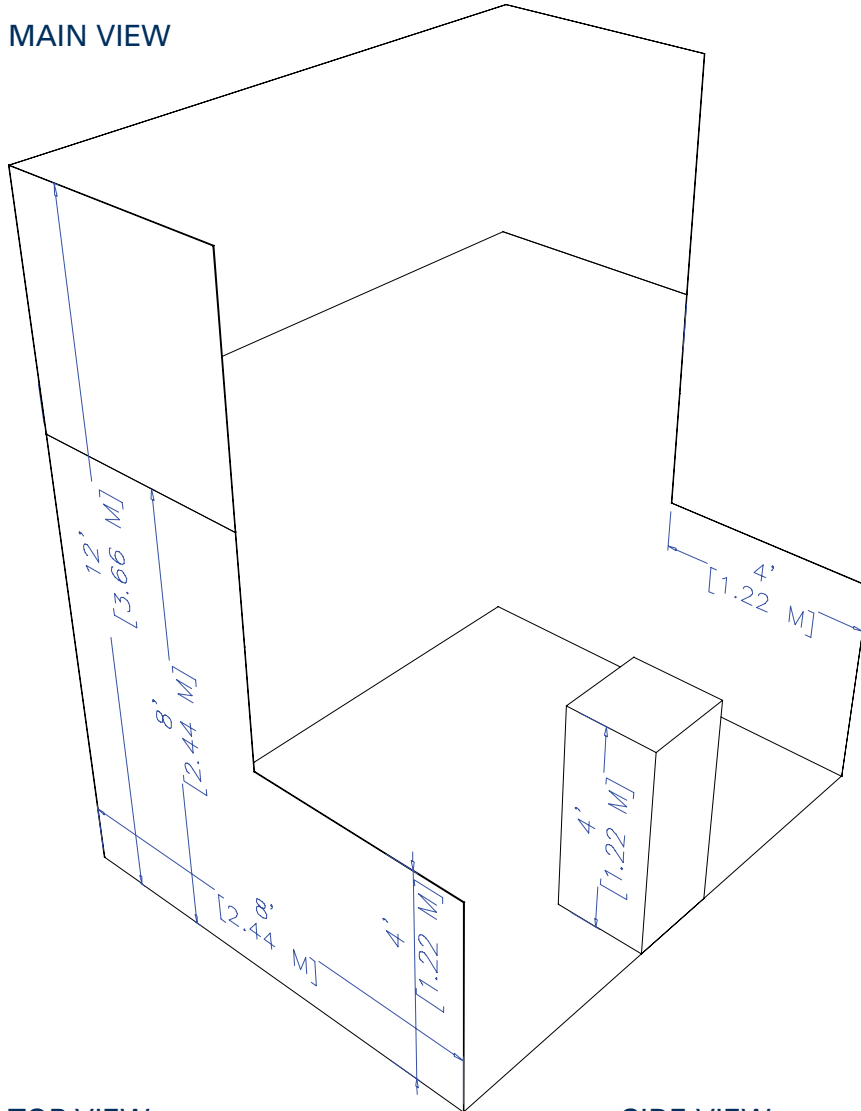
The following restrictions apply to corner booths and are the same as that of linear booths.

The maximum height of the back 4 feet of the booth is 8 feet high. The maximum height of the front 4 feet of the booth is 4 feet high. All booth materials and displays must be contained within the lines of the booth. Hanging signs, graphics, canopies and other materials from the ceiling is not allowed for this booth type. If you are utilizing three or more linear booths in a row including a corner booth (total of 30 feet wide or more), the 4-foot-high limitation does not apply to the middle booth(s).

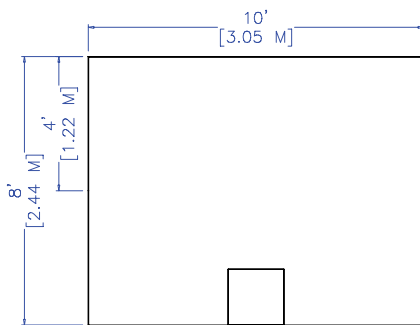
# Perimeter Booths

Applies to: Annual Convention  
Spring Forum & Expo

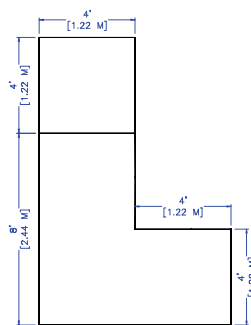
MAIN VIEW



TOP VIEW



SIDE VIEW



**Perimeter booths** are linear booths with one side (front side) exposed to the aisle. They are lined up next to one another in a straight line against a wall in the expo hall. In some instances, depending on layout of the floor plan, a perimeter booth could also be a booth that has its back to empty unused space in the expo hall. Check with ACA International if you feel your booth may qualify as a perimeter booth. If you are in a perimeter booth, you will have at least one other exhibiting company next to your booth. For ACA shows, perimeter booths have an 8-foot-high by 10-foot-wide draped back wall and a 3-foot-high by 8-foot-wide draped side divider on each side of the booth. If you would like to have a 12-foot-high draped back wall, additional fees may apply. Drape colors will vary from show to show.

## Use of Space in a Perimeter Booth

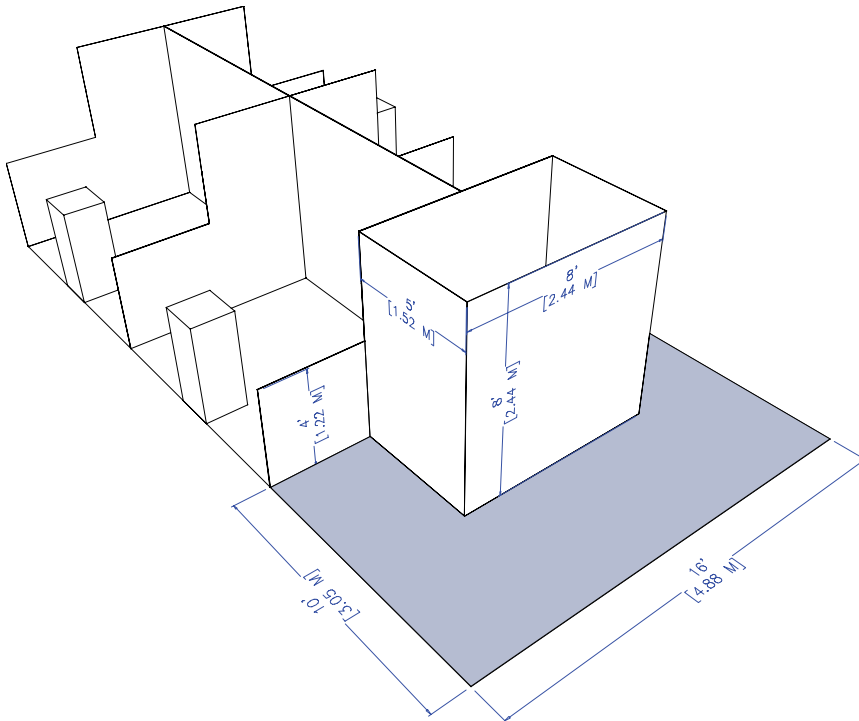
Regardless of the number of perimeter booths you are utilizing, the following restrictions apply to each individual booth.

The maximum height of the back 4 feet of the booth is 12 feet high. The maximum height of the front 4 feet of the booth is 4 feet high. All booth materials and displays must be contained within the lines of the booth. Hanging signs, graphics, canopies and other materials from the ceiling is not allowed for this booth type. If you are utilizing three or more perimeter booths in a row (total of 30 feet wide or more), the 4-foot-high limitation does not apply to the middle booth(s).

# End-Cap Booths

Applies to: Annual Convention  
Spring Forum & Expo

MAIN VIEW

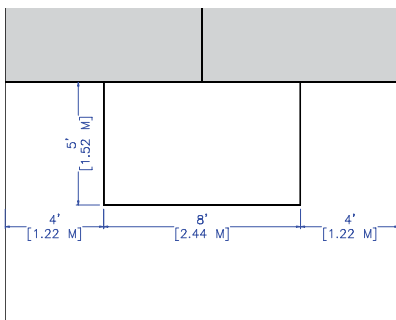


**End-cap booths** are two corner booths combined to create a 16-foot-wide by 10-foot-deep booth. The front and both sides of the end-cap booth are exposed to aisles. An 8-foot-wide by 8-foot-high back drape is centered in the back of the booth. There are no side drapes.

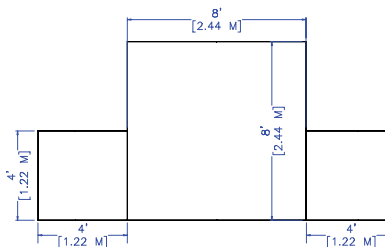
## Use of Space in an End-Cap Booth

The maximum height of the back 5 feet of the booth is 8 feet high. The maximum height of the front 5 feet of the booth is 4 feet high. All booth materials and displays must be contained within the lines of the booth. Hanging signs, graphics, canopies and other materials from the ceiling is not allowed for this booth type.

TOP VIEW



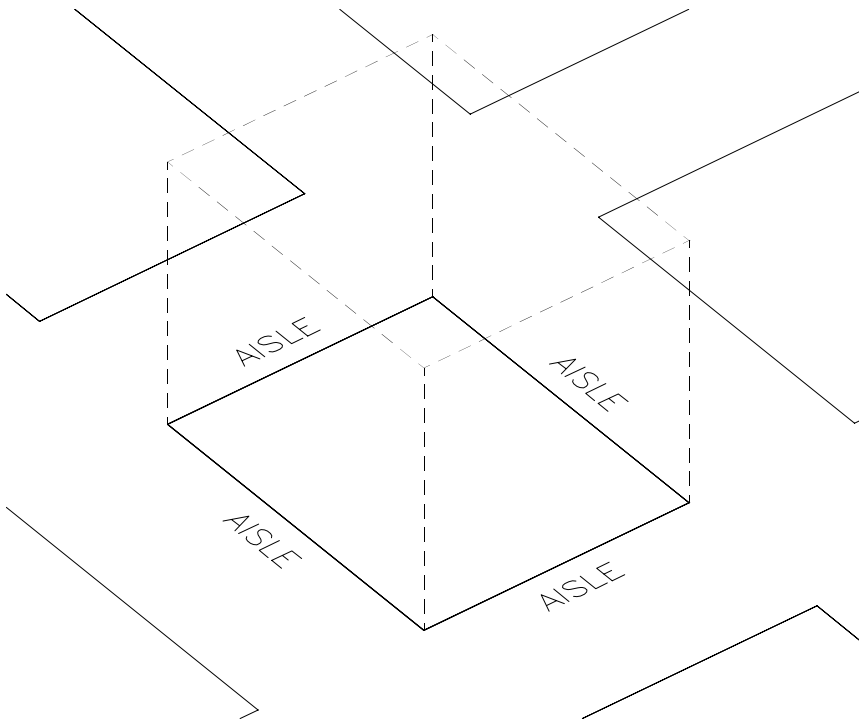
FRONT VIEW



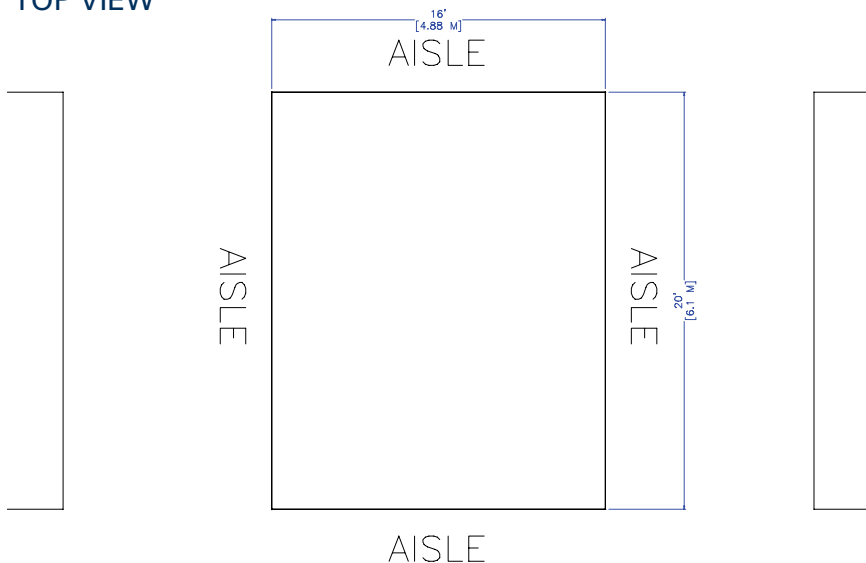
# Island Booths

Applies to: Annual Convention  
Spring Forum & Expo

MAIN VIEW



TOP VIEW



An **island booth** has aisles on all four sides and consists of any number of single 8-foot-deep by 10-foot-wide booths. Drapery is typically not provided for this booth type.

## Use of Space in an Island Booth

All booth materials and displays must be contained within the lines of the booth. Hanging signs, graphics, canopies and other materials from the ceiling *is* allowed for this booth type if allowed by the venue hosting the event. The height restriction is the maximum height allowed at the venue being used for the event. Check the show Exhibitor & Sponsor Prospectus for height restrictions. Diagrams showing layout and any ceiling fixtures (including measurements) for island booths are mandatory and must be submitted to ACA International for approval no later than 60 calendar days prior to setup day for the show.

# Tabletop Exhibits

Applies to: Fall Forum

Tabletop exhibits include one 6-foot table provided for the exhibitor to display their materials. No pipe and drape will be provided or allowed.

## Use of Space for a Tabletop Exhibit

All booth materials and displays must be contained on top of the table provided. ACA does not encourage displays higher than 8 feet off the ground for shows where tabletop exhibits are utilized. With written permission, variances or substitutions for tables may be allowed. Requests for variations must be submitted to ACA's Manager of Meetings & Expo no later than 30 calendar days prior to the setup day for the show.

FALL  
FORUM  
2012

## Exhibit Space & Sponsorship Rules & Regulations

In addition to the guidelines in this document, all exhibitors are required to abide the Exhibit Space & Sponsorship Rules & Regulation for the event(s) at which they are exhibiting. The Rules & Regulations are available in the Exhibitor & Sponsor Prospectus for each event.

## Questions?

Any questions not addressed in this document can be submitted to Mary Thao, ACA's Manager of Meetings & Expo, at (952) 928-8000, ext. 119, or [thao@acainternational.org](mailto:thao@acainternational.org).

