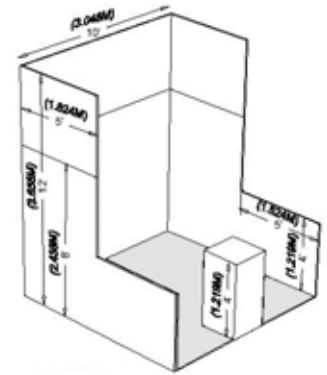


DNA 2009: Booth Design and Set Up Standards

A **linear booth** (also called in-line") has only one side exposed to an aisle and is arranged in a series along a straight line. A linear booth is 10 feet (3.05m) wide and 10 feet (3.05m) deep. A maximum back wall height limitation of 8ft (2.44m) is specified. Hanging signs are not permitted.

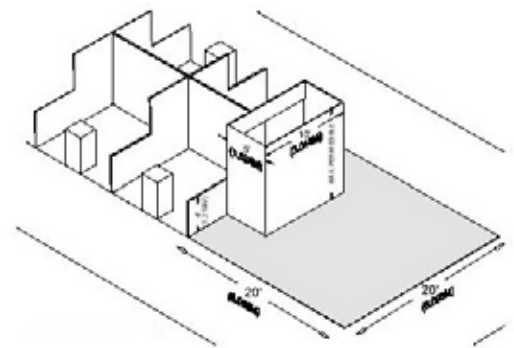


All materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. (See Line-of-Sight exception for split island booths). 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.

A **corner booth** is a linear booth exposed to aisles on two sides. All other guidelines for linear booths apply.

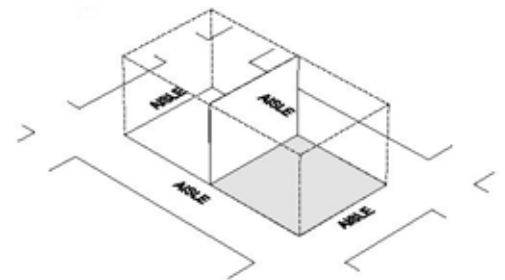
A **perimeter booth** is a linear booth that backs to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for linear booths apply to perimeter booths except that the maximum back wall height is 12ft (3.66m).

A **peninsula booth** is 20' x 20' or larger, exposed to aisles on three (3) sides and composed of a minimum of four booths. There are two types of peninsula booths: (a) one which backs up to linear booths, and (b) one which backs to another peninsula booth (a split island booth).



When a peninsula booth backs up to two linear booths, the back wall is restricted to four (4) feet high within five (5) feet of each aisle, permitting adequate line of sight for the adjoining linear booths. Sixteen (16) feet is the maximum height allowance for the center portion of the back wall.

An **island booth** (20' x 20' or larger) is exposed to aisles on all four sides. The entire cubic content of the space may be used up to the maximum allowable height, which is twenty (20) feet. Sufficient "see-through or walk-through" area must be provided so as not to block the view of adjacent exhibits.



A split island booth is a peninsula booth which shares a common back wall with another peninsula booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line of sight restrictions. The maximum height allowance varies. Contact Exhibit Management for specifics.

Hanging signs may be allowed only in peninsula and island booths depending upon the location of the exhibit hall. For more information, contact Exhibit Management: Phone: 856-642-4401, cbrown@ahint.com