



EXHIBIT/BOOTH SPACE SET-UP RULES & REGULATIONS

Aquatic Experience - Chicago

November 3-5, 2017

Renaissance Schaumburg Convention Center
Schaumburg, IL

It is very important that all Exhibitors read and understand the show set-up rules and regulations. Some of the rules have been implemented by the fire marshal for the safety of all, some by the board that governs the facility and some are widely accepted show rules that make exhibiting as fair as possible for all exhibitors.

The Aquatic Experience staff will be on hand during set-up to answer questions and will be roaming the show floor to spot any exhibitor that may be setting up their exhibit booth outside of the show guidelines.

PLEASE READ AND MAKE SURE YOU UNDERSTAND THE FOLLOWING RULES AND REGULATIONS:

- No element of any in-line exhibit booth, including lighting fixtures, signage, banners, structure, etc. may exceed 8' in height except for 20' x 20' island booths and larger. See Booth Diagram Guideline Form.
- End Cap booths that are 10ft deep by 20ft wide. The maximum back wall height allowed is 8ft, including signage and the maximum back-wall width allowed is 10ft at the center of the back-wall with a maximum 4ft height on the two side aisles. Within 4' of the 2 side aisles, the maximum height for any display materials is 4'.
- Exhibits must remain in the confines of each exhibitor's space. No displays, tables, chairs, demonstrations, etc. may extend into the aisles or outside confines of exhibitor space. Any costumed characters must stay within the booth. Use of balloons and confetti are strictly prohibited inside of the convention center and ballroom.
- Exhibits must be arranged as to not obstruct the view of adjoining exhibits and all exposed areas should be finished in a neat and professional manner. If necessary, draping may be rented from the show decorator.
- All flammable and decorative materials must be flame proofed.
- Use of any audio systems, microphones, speakers, etc. must be used responsibly. Volume must be set so your neighboring exhibitors are not disturbed and it does not hamper their ability to conduct business.
- Any exhibitor wishing to sample food and (non-alcoholic) beverages in their booth at Aquatic Experience shall complete an Exhibitor Approval Application. This application may be obtained by referring to the SourceOne Service Kit or contacting our office for additional information.
- Any exhibitor wishing to sample or distribute alcoholic beverages in their booth at Aquatic Experience shall appear at the **Village President's Office at 101 Schaumburg Court**, Schaumburg, IL to obtain a temporary liquor license. Questions? Please refer to the SourceOne Service Kit for additional info.
- Smoking, Vaping or use of E-cigarettes is not permitted in the facility.
- Please see your Aquatic Experience space contract "Basic Terms and Conditions" for additional information.

Produced by:



World Pet Association, Inc.

Producers of America's Family Pet Expo, SuperZoo, Aquatic Experience and Atlanta Pet Fair and Conference

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BOOTH DIAGRAM GUIDELINE

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In-Line Booth Set-up Guidelines

In-line booths are also referred to as "**linear**" booths and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. A **Corner Booth** is also a style of an **In-Line Booth** and is exposed to an aisle on two sides.

In applying for exhibit space, you have agreed to comply with the following rules:

Exhibit construction and merchandise shall be arranged as not to obstruct the general view, nor hide the exhibits of neighboring exhibitors. The maximum height of 8' is allowed only in the rear half of the booth with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. When three or more In-Line booths are used in combination as a single exhibit space, the 4' height limitation applies only to the portion of the exhibit space that is within 10' of an adjoining booth.

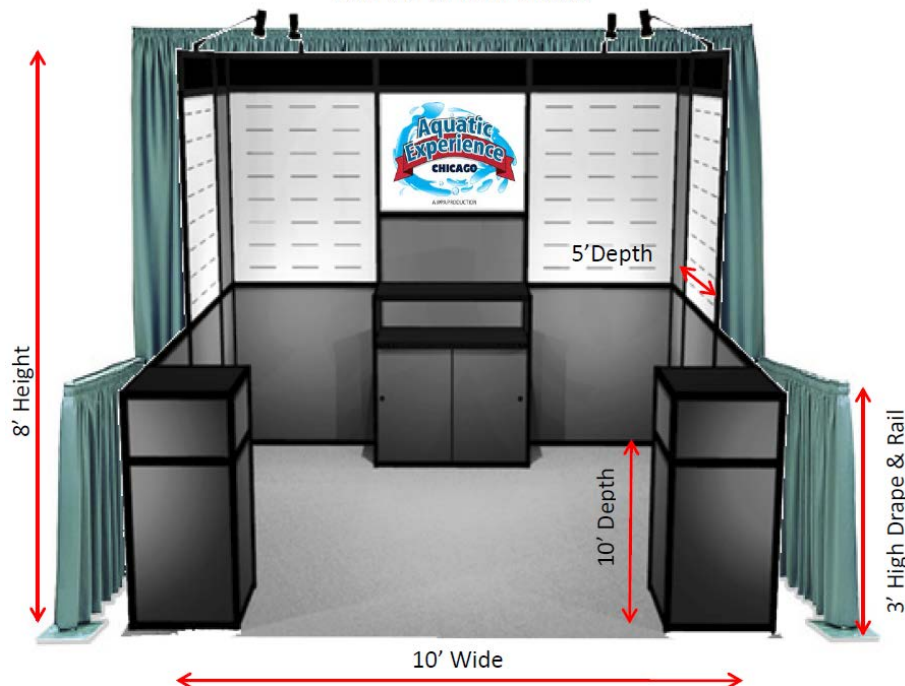
TIP: In-line booths have specific height restrictions to ensure your neighbors have visibility. Be sure to design your booth within these regulations so height adjustments do not need to be made on site.

10'x 10' In-Line Booth

5' Depth x 8' Height
Maximum area for exhibit construction and/or display materials in back half of the booth.

5' Depth x 4' Height
Maximum height for exhibit construction and/or display material in front half of the booth.

As to not obstruct the general view nor hide the exhibits of others.



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