



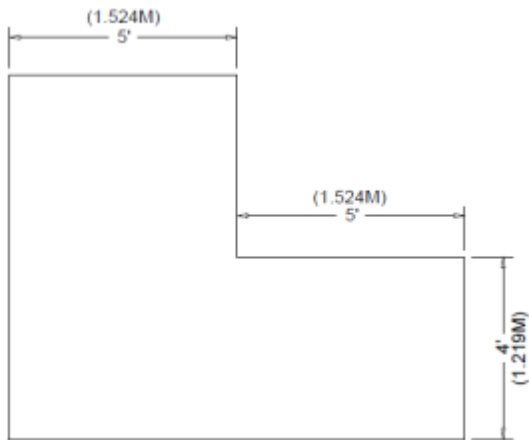
EXHIBITOR CONSTRUCTION GUIDELINES & BEST PRACTICES

Exhibitor Construction Guidelines

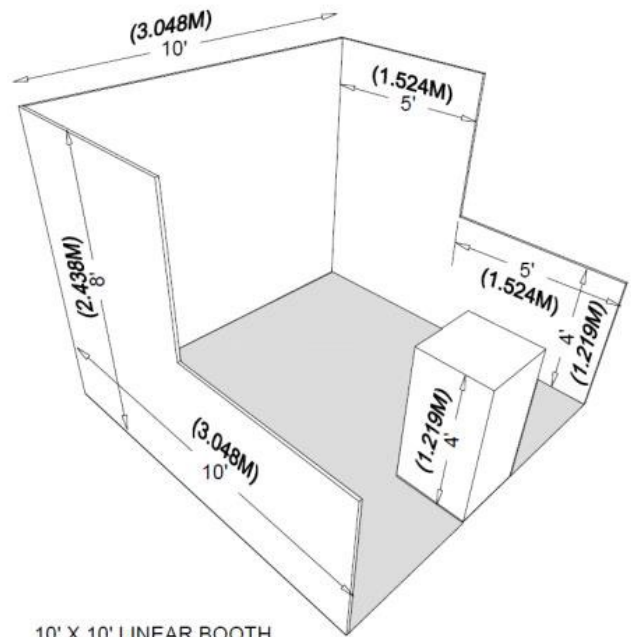
- Submit your booth renderings to productshow@smacna.org for pre-approval and avoid the risk and additional costly expense of having to redesign your booth on the spot.
- Review the Construction Guidelines for height restrictions (8') and line of sight concerns (any items taller than 4' must be in the rear half of the booths)

Linear Booth Overview

Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have exhibitors on their immediate right and left, leaving only one side exposed to the aisle.



LEFT SIDE VIEW



10' X 10' LINEAR BOOTH

Use of Space & Height Restrictions

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.

Additional Advice

- Stay in your lane! Ensure all activities, marketing materials and personnel stay within the perimeter of your exhibit space (including lighting, signage, and demonstrations).
- Be early! Review the trade show agenda prior to arriving in Phoenix. Discuss with your team a plan that plays up each of your staff member’s strengths. Solidifying this plan prior to the show allots more time to networking at SMACNA’s Annual Convention receptions and events!