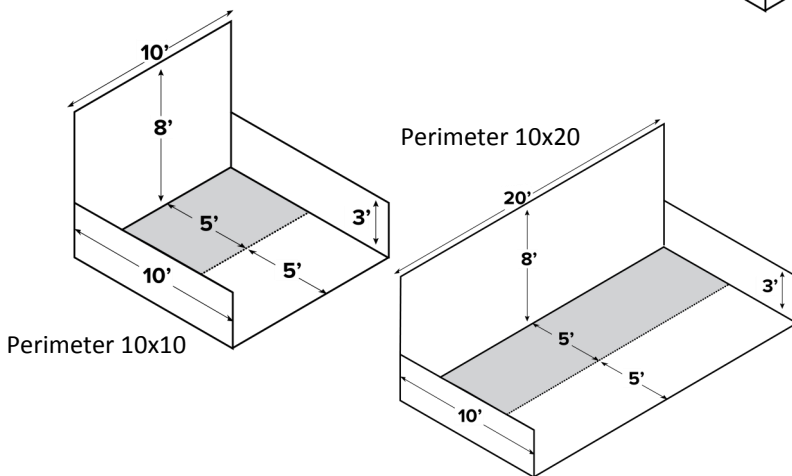
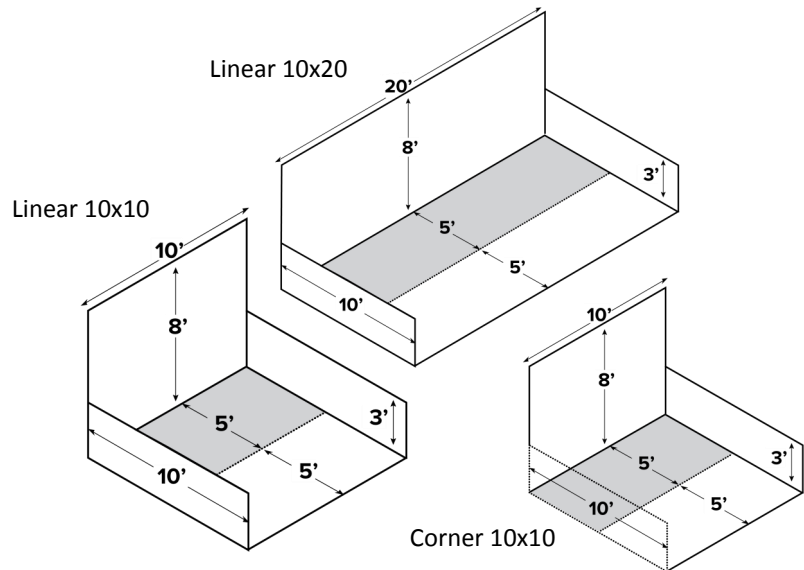


Linear Booths

Linear booths have booths on their immediate right and left, leaving 1 side exposed to the aisle. The maximum height of 8 ft. is allowed in the back half of the booth, with a 3 ft. height restriction on all materials in the front half. A Corner Linear Booth is at the end of a series of Linear Booths, and has exposure on 2 sides. All other guidelines apply for Corner Booths.

Shaded: Content Maximum Height = 8 ft.

Unshaded: Content Maximum Height = 3ft.



Perimeter Booths

A Perimeter Booth is a Linear Booth that backs up to an outside wall of the exhibit facility. All guidelines for Linear Booths apply to Perimeter Booths.

Shaded: Content Maximum Height = 8 ft.

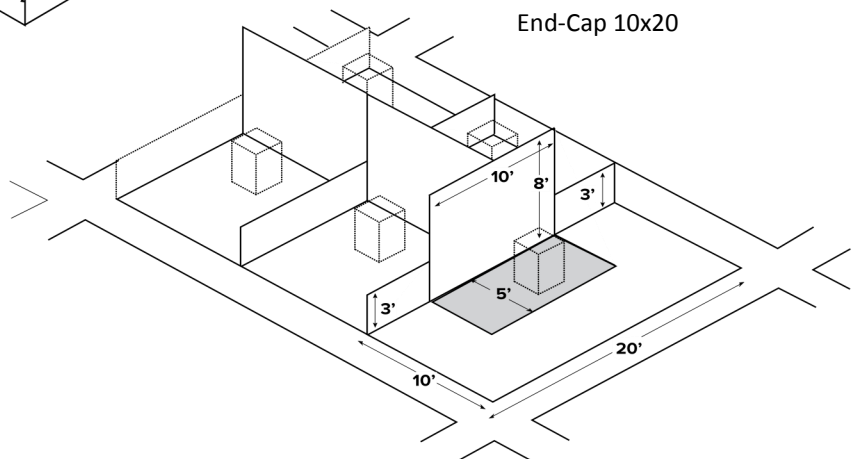
Unshaded: Content Maximum Height = 3ft.

End-Cap Booths

An End-Cap Booth is exposed to aisles on 3 sides and backs up to 1 or more booths. The maximum back wall height of 8ft is allowed only in the rear half of the booth space, with a width of 10 ft. and within 5 ft. of the two side aisles. A 3 ft. height restriction is imposed on all materials in the remaining space.

Shaded: Content Maximum Height = 8 ft.

Unshaded: Content Maximum Height = 3ft.

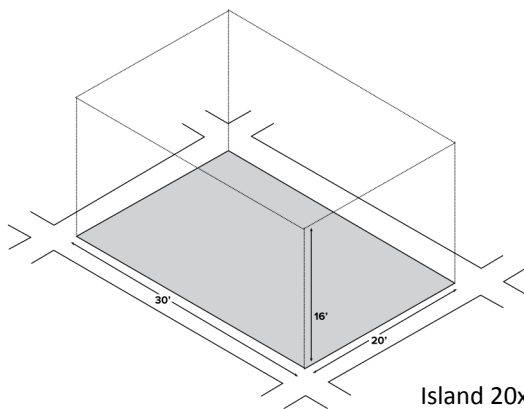
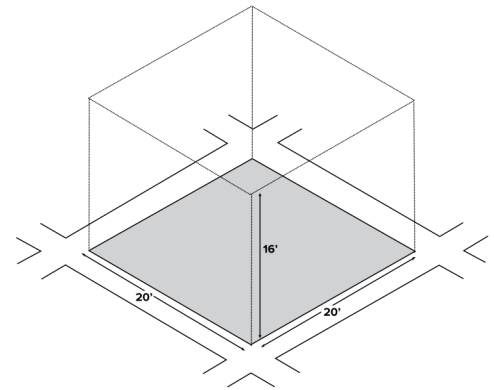


The RSPA Exhibit Space Display Rules/Criteria were designed using guidelines from the International Association of Exhibitions and Events and modified to incorporate the needs of the many exhibitors present at RetailNOW[®]. Any booth wishing to have hanging signage/banners must adhere to the maximum allowable height of 16', measured from the top of the sign to the floor.

Island Booths

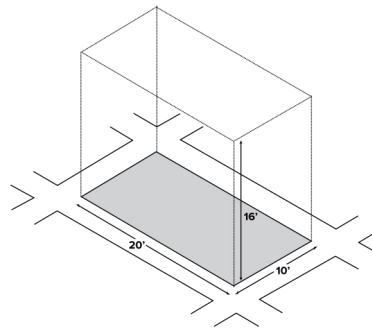
An Island Booth is any booth exposed to aisles on all 4 sides. The entire cubic content of the space may be used for the booth and signage/banners, up to the maximum allowable height, which is 16 ft.

Island 20x20



Island 20x30

Island 10x20



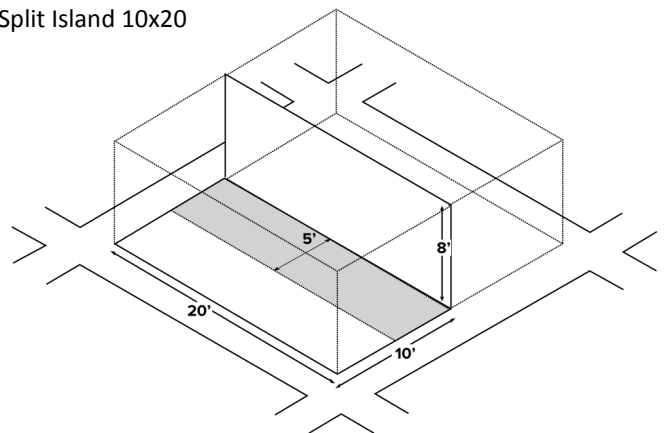
Split Island Booths

A Split Island Booth is a booth exposed to aisles on 3 sides that shares a common wall with only 1 other booth. The maximum height of 8 ft. is allowed in the back half of the booth, with a 3 ft. height restriction on all materials in the front half.

Shaded: Content Maximum Height = 8 ft.

Unshaded: Content Maximum Height = 3ft.

Split Island 10x20



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