

Freeform Booth Approval Submission Instructions:

Exhibitors must submit a Freeform Booth Approval Form through the online [Exhibitor Resource Center](#) for approval by **Friday, September 7**.

ASA will consider freeform designs and their effect on surrounding exhibits as factors in assigning exhibit space. Regulations governing such exhibits are:

1. All freeform exhibits should have access from all four sides and must allow 40% visibility on each side. For an exhibit with limited access, the exhibit booth space assignment will be at the discretion of ASA.
2. Exhibitors must submit diagrams of booths 20'x20' or larger for approval. Diagrams should include a colored-rendering, complete scale drawings, both concept and construction, an overview of the booth indicating applicable setback, exhibit height, live demonstration areas and supplemental/backout lighting requests. Diagrams should indicate height and width dimensions of all booth walls and major structures, including hanging signs. These should be submitted as a PDF with the Freeform Booth Approval Form by **Friday, September 7** through the online [Exhibitor Resource Center](#).
3. If floor plans are not submitted and approved and construction is determined to be in violation of regulation, ASA has the right to prohibit construction of the booth. Freeform booths are subject to show site review and modification where necessary, at the exhibitor's expense. Exhibits built in non-compliance with ASA regulations are subject to losing priority points.
4. Exhibit and/or display components exceeding 12' in height must be approved by a licensed structural engineer prior to installation. A copy of the engineer's certificate or stamped floor plans must be available for onsite inspection.
5. No part of any freeform exhibit may exceed a height of 20' from the floor of the exhibit hall.

Signage

Exhibitors with island booths (20'x20' and larger) are permitted to hang identification signs from the ceiling of the Boston Convention & Exhibition Center. All identification signs must be fixed and within the confines of the booth. Hanging Signs and Graphics should be set back 10' from adjacent booths and be directly over contracted space only. The top of the booth's sign may not extend more than twenty-four (24) feet from the Exhibit Hall floor and cannot block the visibility of ASA signs. Exhibits built in non-compliance of the ASA regulations are subject to losing priority points. FREEMAN is the exclusive provider of rigging and hanging sign installation.

Use of Lighting Truss Systems

Overhead lighting systems, attached to the facility steel structure, are permitted **ONLY** if the exhibit measures 1,000 square feet or greater. Exhibitors wishing to hang lighting systems will be required to submit a Lighting Truss Diagram as part of their Freeform Booth Approval Form due by **Friday**,

September 7 through the online [Exhibitor Resource Center](#). All requests must be reviewed and approved by ASA Exposition Management. Exhibit elements are not to be attached to the lighting truss. Exhibits built in noncompliance of the ASA regulations are subject to losing priority points.

Lighting instruments, regardless of the type, must be positioned inside the perimeter boundaries of the purchased floor space. Projecting light beams or images outside the perimeter boundary of the booth (including external aisles) is prohibited. Special effects (spinning, rotating, and pulsating) must not interfere with other exhibits or detract from the professional atmosphere of the exhibition.

Request to Back out Overhead Lights

Overhead hall lights may be requested to be shut off to those exhibitors with freeform booths measuring 1,000 square feet or greater. Make your request by using the Freeform Booth Design Form through the online [Exhibitor Resource Center](#) by **Friday, September 7**. Lights may only be turned off when directly overhead and in the confines of your contracted exhibit space. No light will be turned off if located outside the confines of your contracted exhibit space or too close to an aisle. ASA Exposition Management has the final decision on which building lights will remain operational. The exhibitor will be responsible for all costs associated with this request. To request a lighting grid showing the placement and the number of lights located over your booth, please contact Stephanie Houck, ASA Exposition Management, at stephanie.houck@spargoinc.com or 703-679-3972.

For additional information, please review the [Exhibitor Rules and Regulations](#) related to Freeform Exhibits on pages 13-14.

Questions? Please contact Stephanie Houck, Exhibit Operations Manager



703-679-3972



stephanie.houck@spargoinc.com