

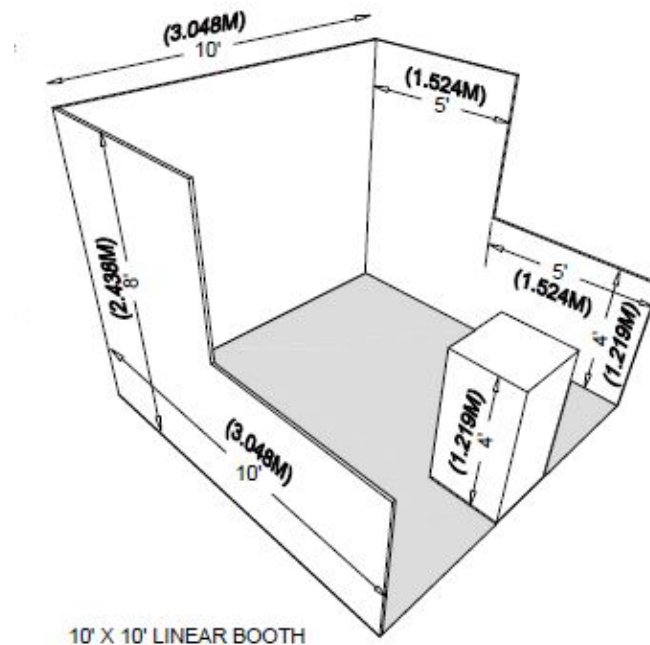


DISPLAY GUIDELINES – INLINE BOOTH

Inline booth (10' x 10') display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear five feet (5') of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. No peninsula or "end-cap" booths are allowed. Hanging signs are not permitted for inline booths.

The reverse side of any wing panel extending from the back wall of the display must be finished or draped to avoid raw exposure to a neighboring booth. Branding on the reverse facing into an adjoining booth is not permitted. If the exhibitor does not comply, IMS Exhibits Management will have the general services contractor drape the area at the exhibitor's expense. Corner booths will not have the outside 3' side rail installed.

Absolutely no storage of any kind will be permitted behind an exhibitor's booth. If the exhibitor does not comply, IMS Exhibits Management will have the items stored in the area or removed at the exhibitor's expense.



Questions? Please contact Stephanie Houck, IMS Exhibits Management, at stephanie.houck@spargoinc.com or +1-703-679-3972.