

PENINSULA BOOTH

PRISHOW

*** ALL PENINSULA EXHIBITORS ARE REQUIRED TO SUBMIT ACCURATE RENDERINGS AND DIMENSIONS OF THE PENINSULA EXHIBIT TO SHOW MANAGEMENT FOR APPROVAL PRIOR TO THE SHOW.**

(For questions, please contact Tiffany Hale at 949.373.9248 or email: tiffanyh@performanceracing.com)

DEFINITION

Exhibit with four or more 10' x 10' standard units back to back with an aisle on three sides. Exhibitor cannot create an island effect with flooring variation, within 10 linear feet of a neighboring exhibitor.

INTENT

Peninsula booths are normally faced toward the cross aisle. However, if you wish to have a different configuration, Show Management must approve your booth designs.

HEIGHT*

The maximum height permitted for any non-hanging sign, display, product, fixture, or decoration within the exhibit is 16', provided it is not located in the area that is 5' from the aisle and 10' from any neighboring linear exhibit. In that area, the maximum height for any non-hanging sign, display, product, fixture, or decoration is 4'. This includes the booth circumference height.

DIMENSIONS

Exhibit structures must be constructed to allow 9" for utility service access at the rear, i.e. a 20' x 30' exhibit space has 29' 3" usable space from front to back wall.

LINE-OF-SIGHT

Line-of-sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors and that is the basis for linear booth line-of-site setback rule.

GRAPHICS

Signage and Graphics facing directly into a neighboring booth over the 8' high drape must be free of graphics or signage.

FINISHED BOOTH SURFACES

Peninsula exhibits must have a finished back wall and finished sides. Plain drape or unfinished hard-walls are not permitted. Drape and hard-wall may be silk-screened with company identification. Any portion of the exhibit bordering another exhibitor's exhibit space must have the back side of that portion finished, and must not have any company identification.

