

# PENINSULA BOOTH

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

(For questions, please contact Tammy Naylor at 949.373.9248 or email: [tammyn@performanceracing.com](mailto:tammyn@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.

## DEPTH

Absolutely no display fixtures can be over 4' in height and placed within 10 linear feet of a neighboring linear exhibit, unless it is within 5' of the centerline to avoid blocking the sight line from the aisle to the adjoining booth.

## 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 including Peninsula back wall guidelines and a 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. Drapes 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.

## PLEASE NOTE:

PRI needs to ensure every peninsula exhibitor is working within the booth guidelines to be fair to other peninsula exhibitors as well as the neighboring linear exhibits behind and around your company's exhibit.

