

HITEC 2016

Ernest N. Morial Convention Center • New Orleans, La. USA
June 20 – 23, 2016

Exhibitor Guide

Contract Terms and Conditions

Exhibit Display Rules and Regulations



Produced by **Hospitality Financial and Technology Professionals**



CONTRACT TERMS AND CONDITIONS

Hospitality Financial and Technology Professionals and its authorized representatives are herein-after referred to as "Exposition Management."

1. Exhibit Fees

Exhibit fee includes exhibit space with side and back drapes and standard sign with company name and booth number, two complimentary exhibitor badges per 10'x10' space occupied, listing in the HITEC mobile app (if exhibitor meets deadline and exhibit space is paid in full), advance and final attendee registration lists, and general show security.

Booth carpet and furnishings are not included in the exhibit fee. **Booth space must be carpeted or covered.** Exhibitor is responsible for all costs associated with carpet, furnishings and other ancillary services.

2. Exhibitor Badges

REVISED Booths must be staffed during official exhibit hours. Individuals staffing the booth must register and wear the official HITEC badge bearing only the name of the exhibiting firm as designated on the Contract for Exhibit Space, and must be tastefully dressed.

Each exhibiting firm receives two (2) complimentary exhibitor badges per 10'x10' space contracted. Complimentary badges include entry to the exposition, Monday – Thursday HITEC education sessions and the Opening Party. Additional exhibitor badges are available for purchase. Badges are not transferable and the lending/sharing of badges is prohibited.

If an exhibiting company fails to show-up and set-up their booth space, exhibitor badges will be withheld. Badges will not be prepared for companies who fail to set-up their booth space and/or do not meet the pre-planning booth requirements.

Badges must not be altered, added to or defaced in any manner.

Representatives registering on-site will be required to show proof of employment with the exhibiting company when requesting badges. Individuals requesting badges on-site who do not have proper authorization to receive a badge will be asked to wait at the registration desk until a representative of the exhibiting company has been contacted for authorization.

The exhibiting company is responsible for the actions of its representatives. Misuse of the exhibitor badge system may result in the expulsion of the exhibitor from the exhibit hall and is considered a violation of the HITEC Rules and Regulations.

HFTP has a zero tolerance policy for badge swapping. Those found swapping badges or wearing a badge that does not match their photo identification will have the badge confiscated and will be escorted from the premises. The exhibiting company will be penalized the priority points they were to accrue for the meeting.

3. Selection of Exhibit Space

Exhibit space is sold on a priority basis and on a first-come, first-served basis after all exhibitors with priority have had the opportunity to select exhibit space. Selection of exhibit space is under the direction of Exposition Management. HITEC 2016 exhibitors are given the opportunity to select space for HITEC 2017 based on their priority status. Upon completion of all scheduled priority appointments, any unsold space is available for sale on a first-come, first-served basis.

Priority is determined by the number of years an exhibitor has exhibited. One (1) priority point is earned for every year exhibited. There are circumstances whereby exhibiting firms can lose priority points. These circumstances are:

1. Any company failing to exhibit under its name for two (2) consecutive years will lose all priority points.
2. One (1) priority point will be deducted from exhibiting firms who select exhibit space during Priority Selection but then cancel or reduce their exhibit space before the required deposit is due.
3. One (1) priority point will be deducted from exhibiting firms who select exhibit space during Priority Selection and do not pay the required 50 percent deposit by the deadline date.
4. Two (2) priority points will be deducted from exhibiting firms holding unapproved functions during exhibit hours and official conference activities.
5. Two (2) priority points will be deducted in the event an exhibiting firm's booth personnel is determined by Exposition Management to be disruptive or abusive to the extent that the person is required to leave the premises.
6. All accumulated priority points will be deducted from exhibiting firms who initiate breakdown or removal of exhibit material prior to the official close of the exposition, or fail to exhibit in their booth.

A company may select exhibit space for its use only. The official sign for the exhibit space and all exhibitor badges will indicate the name of the company selecting and contracting for the exhibit space.

The following guidelines regulate the transfer of a priority. Any other circumstances not specifically covered will be ruled on by Exposition Management.

1. The priority belonging to a firm which is purchased outright by another firm remains with the business entity.
2. A firm that sells a division or branch of its company and stays in business retains that priority. The portion of the firm which was sold does not have a priority.
3. If a firm that is owned by a partnership dissolves the partnership, the partner who retains the original business entity will retain the priority. The partner who left will also retain the priority if he/she forms another company and exhibits at the next exposition.
4. A firm that changes its name but does not change ownership retains the priority.

4. Use of Exhibit Space

Exhibit space is assigned with the express understanding that it is to be used solely for the display of the exhibitor's technology-based products and services that the exhibitor holds out for sale to the hospitality industry. Exposition Management reserves the right to determine the eligibility of any company or product for inclusion in the exposition.

If Exposition Management determines that an exhibit obstructs the view of or interferes in any way with other exhibits in the area, the exhibitor will be required to conform to the HITEC Exhibit Display Rules and Regulations. If the exhibitor is unable to comply with the HITEC rules, the exhibitor may be instructed to dismantle the exhibit, or the part of the exhibit that does not conform. Based on these circumstances, Exposition Management will not give refunds to any exhibitor asked to dismantle their exhibit.

5. Booth Sharing

No exhibitor shall sublet or apportion any of his/her allotted exhibit space with another business or firm, nor permit any other person or party to market, display or present therein any goods or services not manufactured or distributed by the exhibitor in the regular course of business. Exhibitors are not permitted to feature the names, logos or advertisements of non-exhibiting firms in their display or exhibit space.

Should an item of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such item shall be limited to the usual and regular nameplate, imprint, or trademark under which such item is sold in the general course of business.

Under some circumstances, Exposition Management may grant permission for two companies to share space if a technology product or service to be displayed requires a secondary company's participation to properly demonstrate and promote it. If permitted, the space must be an island configuration, 20' x 20' or larger, and secondary company must sign a contract and pay a booth share fee.

The secondary company may not display any additional technology products and services unless they contract for their own exhibit space.

6. Relocation of Exhibit Space

If an exhibiting company relocates to another exhibit space, whether by choice or at the request of Exposition Management, it is the exhibitor's responsibility to notify service providers (i.e. electrical, internet, general service contractor, etc.) of the new booth location. Consequently, the exhibitor will be responsible for any relocation fees if utilities and the display are set up in the incorrect location.

7. Demonstrations/Presentations

All demonstrations and sales activity, including models, mascots, etc., must be confined within the contracted exhibit space. *Exhibitors are not permitted to conduct business, solicit attendees, or distribute literature or other materials outside their exhibit space without permission from Exposition Management.*

Aisles must not be obstructed at any time and no exhibit material may extend beyond the boundaries of the exhibit space or exceed the height restrictions. Adequate space must be allocated within the contracted space for the intended audience. No activities should be planned or products displayed in a manner that would require an audience to gather in the aisles. Exposition Management reserves the right to determine if a demonstration interferes with adjacent exhibit spaces and when it must be discontinued.

8. Satellite Installation

Satellites must be pre-approved by Exposition Management. The exhibit facility has authority over the installation of satellites and like equipment. Exhibitors or their agent must make arrangements directly with the facility and abide by their policies. Exhibitor is responsible for

all costs associated with satellite installation, including permits, cable, labor and security, if desired.

9. Appearance of Exhibit Space

The aisles of the exhibit floor will be cleaned daily, and all rubbish should be placed in the aisles at the close of the show each day. Booths must be in order before the opening of each show day.

Any part of an exhibit space which does not complement the purpose of the exposition must be corrected at the exhibitor's expense. Exposition Management reserves the right to correct an unsightly exhibit, and exhibitor agrees to pay for all expenses incurred in making the necessary alterations.

Exhibitors may furnish their own equipment, carpeting and furnishings or order them from the official General Service Contractor prior to or at the show. *Exhibit space fee does not include any carpeting, furnishings or utilities. All booth floors must be fully carpeted or tastefully covered.* Exposition Management reserves the right to order carpet installation for any booths without appropriate floor covering and have the exhibitor billed accordingly.

10. Insurance and Liability

Exhibitors wishing to insure their property must do so at their own expense. It is recommended all exhibitors have representatives in attendance at all times, especially when exhibits are being set up or dismantled, to protect them against loss.

Exposition Management will not be responsible for the property of exhibitors from theft, damage by fire, water, accident or other causes. Exposition Management will do all reasonably in its power to protect the property against such loss and will provide 24-hour general security.

It is expressly understood and agreed, and the exhibitor agrees by accepting these rules, that he/she will make no claim of any kind against Exposition Management, or any of its members or its employees for any loss, damage to or destruction of goods, or for any injury that may occur to himself/herself or his/her employees while in the convention center, or for any damage of any nature or character whatsoever.

The convention center is not liable to the exhibitor for any damages to or for the loss or destruction of any exhibit or the property of the exhibitor by fire or other casualty, whether caused by negligence of the convention center, its officers, agents, servants, employees or otherwise, all claims for any such loss or damage being expressly waived by exhibitor, who agrees to indemnify and hold the convention center harmless from such claims.

11. Methods of Communication

Exhibiting company and their employees and agents agree to receive HITEC-related information via phone, mail and e-mail from Exposition Management and its associated contractors. *Exhibitor data is never sold or provided to any unofficial/non-contracted service providers.*

12. Amendments to Contract

Exposition Management reserves the right to make such changes, amendments and additions to these rules, and such further regulations as may be considered necessary.

If legal action is required to enforce this contract, the prevailing party is entitled to recover reasonable attorney fees, costs of court and any other expenses incurred in enforcing the contract.

EXHIBIT DISPLAY RULES AND REGULATIONS

HITEC Exhibit Display Rules and Regulations are based on the philosophy that all exhibitors should be given an equal opportunity to present their product to their audience in an effective manner. These rules and regulations are designed to assure this equal opportunity while allowing the greatest flexibility possible within the confines of each exhibit space. We want each exhibitor to be successful. So please, be a good neighbor.

In addition to the HITEC Exhibit Rules and Regulations, exhibitors must comply with the rules and regulations of the Ernest N. Morial Convention Center.

All exhibits are subject to the following restrictions. Specific information regarding each booth type available begins on page 6.

1. Display Boundaries

Exhibit space is sold in 10' x 10' blocks. The standard booth is one 10' x 10' block. Larger inline and island booths are created by combinations of 10' x 10' blocks. A complete description of each type of booth available is included in this

brochure. Although the spaces are sold as 10' x 10' units, the more accurate measurement for the interior space is approximately 9' 6" x 9' 6" to allow for drape and vertical supports. Booths have an 8' (2.5 m) high draped background with 3' (.91 m) high side dividers, which may be removed when two or more connecting booths are purchased by one exhibitor.

No exhibit material may extend beyond the boundaries of the exhibit space or exceed the height restrictions for that type of booth.

2. Canopies, False Ceilings or Covered Exhibits

REVISED Plans for covered exhibits must be reviewed by New Orleans Public Facility Management Inc. Any covered space that exceeds 100 sq. feet will require a tent permit and a fire extinguisher. For more details, please contact Show Management or the Ernest N. Morial Convention Center, New Orleans Public Facility Management.

3. Hanging Signs/Displays

Hanging signs and display materials/equipment are permitted for island booth configurations only, usually to a maximum height range of 16' to 20' (4.88 m to 6.10 m) from the top of the sign. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type.

Hanging signs and graphics should be set back 10' (3.05 m) from adjacent booths and be directly over contracted space only. Approval for the use of hanging signs and graphics, at any height, must be received by Exposition Management at least 60 days prior to installation. A Booth Design Request form will be included in the Exhibitor Service Kit. Variances may be issued at the exhibition management's discretion. *Drawings should be available for inspection.*

EXHIBIT DISPLAY RULES AND REGULATIONS

4. Booth Construction

All structures and related sub-structures must be designed, assembled and configured so the entire exhibit project and all related components are "structurally sound." Any unfinished portion of a display that is visible must be finished or draped at exhibitor's expense so as not to be unsightly to other exhibitors or visitors.

All curtains, draping, etc. must be made of flame retardant materials. The exhibitor should have a certificate of flame retardant available for review by the New Orleans Fire Department (NOFD) Fire Marshal. The NOFD may at his/her sole discretion perform a flame test of exhibit materials. The use of any material that cannot be made flame retardant is prohibited.

5. Multi-Level and Two-Story Booths

REVISED Detailed plans of multiple-story or enclosed booths must be submitted at least two months prior to move in to Ernest N. Morial Convention Center, New Orleans Public Facility Management. Plans must indicate if the exhibit is multiple-story and/or enclosed with a ceiling. Booth plans must specify the maximum number of occupants, and must have a structural engineer's stamp certifying the maximum occupant load capacity. Certain booths may require Fire Watches, electrical ventilation, smoke detection devices, fire extinguishers, multiple exits, etc. as required by Fire Prevention Officials. Contact Show Management and the MCC Public Safety Department for specific requirements for your exhibit.

6. Carpet/Floor Covering

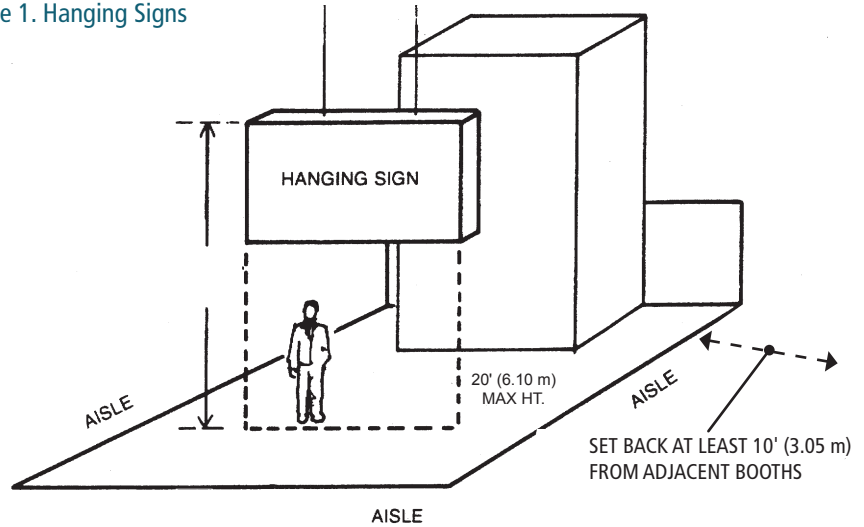
Exhibitors are responsible for ensuring their exhibit space floor is appropriately covered or carpeted. Carpet is not included in the space rental fee and may be rented from the official General Service Contractor or provided by the exhibitor.

If an exhibitor is a no-show and fails to set their exhibit space, the space will be carpeted by the official General Service Contractor and the exhibitor will be billed at the current rate.

7. Installation and Removal of Exhibits

Louisiana is a "Right to Work" state and full time employees of the exhibiting firm may install and dismantle their own company displays. Exhibitors also may hand carry what one person can carry in one trip, provided they do not use any material handling equipment, such as forklifts, flatbeds, dollies, etc. Exhibitors must be prepared to provide proof of full time employment status. Union exhibit labor claims jurisdiction for the installation, dismantling and cleaning of pre-fabricated displays when this work is done by persons other than full time company personnel. Any outside or additional labor required must be performed by

Figure 1. Hanging Signs



local union personnel under contract with Global Experience Specialists — GES (the official General Service Contractor) or under the guidelines established for Exhibitor Appointed Contractors.

Exposition Management allows exhibitors to appoint firms other than the official General Service Contractor, as long as these firms conform to HITEC regulations and do not disrupt the orderly installation and removal of the exposition. In the sole opinion of Exposition Management, if exhibitor-appointed contractors' work performance disrupts the orderly installation or removal of the exposition, such firms will be immediately disqualified from working at the exposition site. The time constraints for installation and dismantling of the exhibits and the necessity of opening the exposition on schedule do not allow for disruptions of the planned work schedule.

There are certain exclusive contractors with specific responsibilities for services such as electrical, drayage, cleaning, security, telecommunications and catering with which exhibitors must contract. Exhibitors are urged to order any required services in advance to avoid delays. The Exhibitor Service Kit, which will be provided to exhibitors in March, will include order forms for these services and more.

Installation and dismantling of exhibits will be permitted only during the official move-in and move-out time as specified in the conference schedule. If arranged in advance, **Exposition Management may permit extended move-in hours in special cases. If such a request is approved, exhibitor must hire security at their booth and is responsible for all associated costs.**

Exhibit displays, equipment, stock or supplies will not be allowed to enter or leave by way of the front entrance of the convention center. All booth materials must be unpacked and set by 5 p.m. on Monday, June 20, to permit removal of cartons from the area. **Any booth not set up by 5 p.m. will be subject to forfeiture unless ar-**

rangements have been made in advance with Exposition Management. All booths must be installed and ready for inspection by 8 a.m. on Tuesday, June 21.

No display may be dismantled prior to the close of the show. Any exhibitor who initiates breakdown or removal of exhibit material prior to the official close of the exposition will be automatically dropped to the bottom of the priority list for booth assignments in future HITEC conferences.

Exhibitor move-out concludes at 3 p.m. on Friday, June 24. In the event that exhibit space is not vacated by exhibitor by 3 p.m. Friday, June 24, Exposition Management is authorized to remove, at the expense of the exhibitor, all goods and property of the exhibitor. Exposition Management, or its agents, shall not be liable for any damage or loss to such goods and property, or to the space from which removed, by reason of such removal.

Please Note: Exhibitor may incur overtime rates for labor on Thursday, June 23. Move-out begins at 2 p.m. and any labor after 4:30 p.m. will be charged at overtime rates. To avoid overtime charges, consider scheduling freight pick-up to begin at 8 a.m. on Friday, June 24.

8. Forced Setting of Exhibits

Exhibits will be forced set by the decorator if crates, etc., are not unpacked and set by 8 a.m., Tuesday, June 21. Exhibitors whose exhibits are forced set will be responsible for labor charges.

9. Age Restriction

No one under the age of 16 will be admitted to the exhibit hall under any circumstances at any time. Proof of age may be required.

10. Americans With Disabilities Act

Exhibitors' displays must be in compliance with the Americans with Disabilities Act. Exhibitors requiring special assistance or special accommodations on the exhibit floor should contact Exposition Management at +1 (512) 249-5333.

11. Badges

All booth personnel will be required to wear the official conference badge, which bears only the company name of the exhibiting firm that as designated on the Contract for Exhibit Space. Badges altered in any manner will be confiscated and the exhibitor will be required to re-register at the on-site registration fee.

12. Balloons

Helium-filled and mylar balloons are prohibited in the exhibit hall.

13. Care of Building and Equipment

Exhibitors and their agents shall not injure or deface any part of the exhibit building, the booths or booth contents, or show equipment and decor. When such damages occur, the exhibitor is liable to the owner of the property damaged.

14. Drawings/Giveaways

All drawings/giveaways must be conducted within the confines of the exhibitor's exhibit space. Exhibitor is responsible for notification and delivery of prizes to winner. "Stick-on" giveaways/decals cannot be placed on official HITEC badges, or distributed in the convention center.

15. Fire and Safety

All local, state and federal fire and safety regulations will be strictly enforced and it is the responsibility of each exhibitor to comply with these regulations. *Refer to items 4. Booth Construction and 5. Multi-level and Covered Exhibits for more regulations.*

16. Food and Beverages

Any food or beverage products served in an exhibitor's booth must be approved by Exposition Management in advance and ordered from the convention center's exclusive caterer. This includes bottled water and private label items. A Booth Activity Request form will be included in the Exhibitor Service Kit.

17. No Smoking Policy

Smoking is prohibited in all areas of the convention center including exhibit areas, meeting rooms, lobbies and restrooms.

18. Photography/Video

Exhibitors may not photograph other exhibitors' products or displays. Violation of this policy is grounds for removal from the exhibit hall and offenders will be required to erase all photos/video while Exposition Management observes.

19. Social Functions and Meetings

Meetings, demonstrations, press conferences and social functions held by exhibitors must be pre-approved by Exposition Management and must not be scheduled during exhibit hours or conflict with any official HITEC activities unless approved in writing by Exposition Management. Two (2) priority points will automatically be deducted from exhibiting firms holding functions during exhibit hours or any official conference activities.

Exhibiting companies providing transportation to their events cannot begin transportation and/or the promotion of it, or direct attendees to it, during any official HITEC activities. Exhibitor transportation must not interfere with HITEC transportation.

20. Sound/Music/Lighting

Noise levels should not cause disturbance to neighboring exhibitors. Speakers and other sound devices must be positioned to direct sound into the exhibit space rather than the aisles and amplification must be kept at a conversational level. All types of sound, whether mechanical or live, will be monitored by Exposition Management. Any sound that consistently exceeds 80 decibels measured at the edge of an exhibitor's booth is considered objectionable. Exposition Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

Exhibitors should be aware that music played in their booths, whether live or recorded, might be subject to laws governing the use of copyrighted compositions. Exhibitor assumes responsibility for any fees collected by authorized licensing organizations such as ASCAP and BMI.

All special overhead lighting requests, including lowering, masking, extinguishing, enhancing, etc., must be approved by Exposition Management in advance. The operation of any moving, flashing, blinking or rotating light devices is prohibited. Whether intentional or not, lighting may not be directed toward or bleed into the aisles, ceiling or walls or be distracting to neighboring exhibitors. Exposition Management is authorized and empowered to disconnect the supply of electricity to any exhibitor that fails to comply promptly with sound and lighting regulations.

21. Storage

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers or packing materials behind your draped back wall. Exhibitor is responsible for appropriate storage of these items.

22. Sales Tax

Some states require companies participating in trade show activities to obtain a state sales tax permit and/or pay state sales tax if they sell taxable products at the show, take orders that are later accepted out of state, or use the show to promote sales. Please check with the applicable state tax code.

23. Solicitation and Non-exhibitors

The aisles, food/seating areas and other spaces in the exhibit hall not leased to exhibitors shall be under the control of Exposition Management and cannot be used by exhibitors to conduct business. Persons with non-exhibiting firms are prohibited from presenting, displaying or demonstrating products, processes or services, soliciting orders, distributing advertising or other materials and wearing any identification other than the badge of the contracted company. Exhibitors are urged to report violations to Exposition Management immediately.

24. Exhibitor Behavior

Exhibitors are expected to conduct themselves in a professional manner and treat others with respect. Exhibitors may not enter the booths of other exhibitors without their consent. An exhibitor who engages in what Exposition Management determines is disruptive or abusive behavior will receive one oral warning. Any further conduct of this nature will result in the removal of the offending person or persons. In addition, disruptive individuals will not be permitted to participate in the next HITEC and two (2) priority points will be deducted from the exhibiting firm.

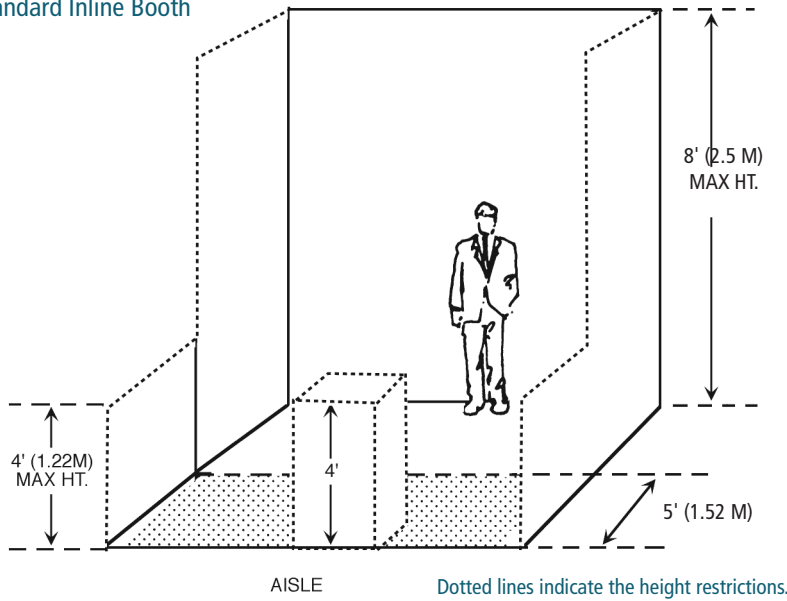
25. Failure to Observe Rules

Exposition Management reserves the right, at its sole option, to terminate exhibitor's right to occupy current and/or future space and deduct priority points for violation of any of these regulations. In the event of termination, Exposition Management will not refund monies paid for exhibit space or exhibit services.

26. Other Regulations

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Exposition Management.

Figure A. Standard Inline Booth



Standard Inline Booth

Exhibit consisting of one or more standard units in a straight line. Standard booths offer 10' (3.05m) of aisle frontage. (See Figure A.)

Premium Corner Booth

Any booth located on the corner of an aisle is considered to be a premium booth. Premium booths offer 20' (6.1m) of aisle frontage. (See Figure B.)

Height

All exhibit spaces have an 8' (2.5m) high back drape. No materials of any kind may exceed the 8' (2.5m) high back drape. Hanging signs are not permitted.

Intent

If a portion of an exhibit booth extends above 8' (2.5m) in height, the exhibit booth background will detract from the overall impact of the exhibit directly behind that booth, regardless of how the rear of the offending exhibit is finished.

Use of Space

All display fixtures over 4' (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to the *back half* of the booth.

Intent

Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of the exhibit. Exhibitors with larger space — 30 lineal feet (9.14m) or more — should also be able to use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4' (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

(See Figure C.)

Height Variance

Maximum height for an inline (standard or corner) booth is 8' (2.5 m). If a booth display exceeds this height limit, only in extreme emergencies may a height variance be allowed. All variance requests must be made in writing 60 days from the first move-in day, and approved by Exposition Management. If these actions are not taken, show management reserves the right to re-locate the offending booth to the perimeter wall.

Figure B. Premium Corner Booth

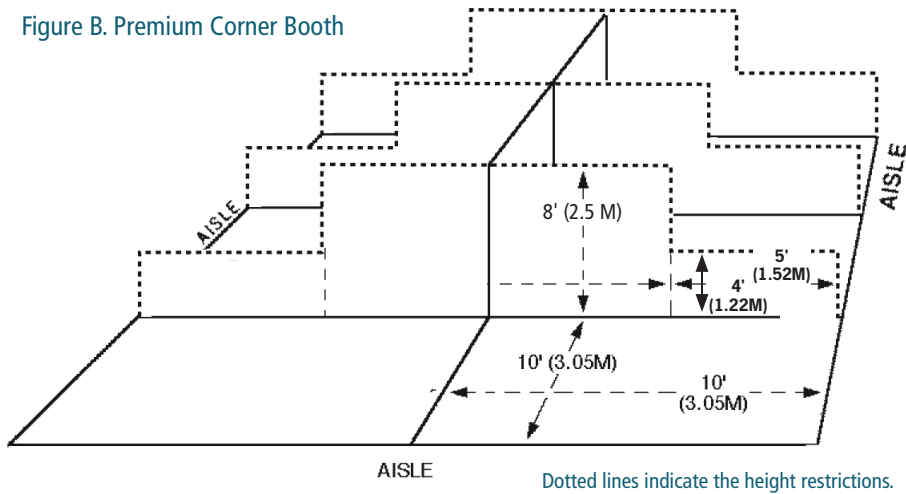
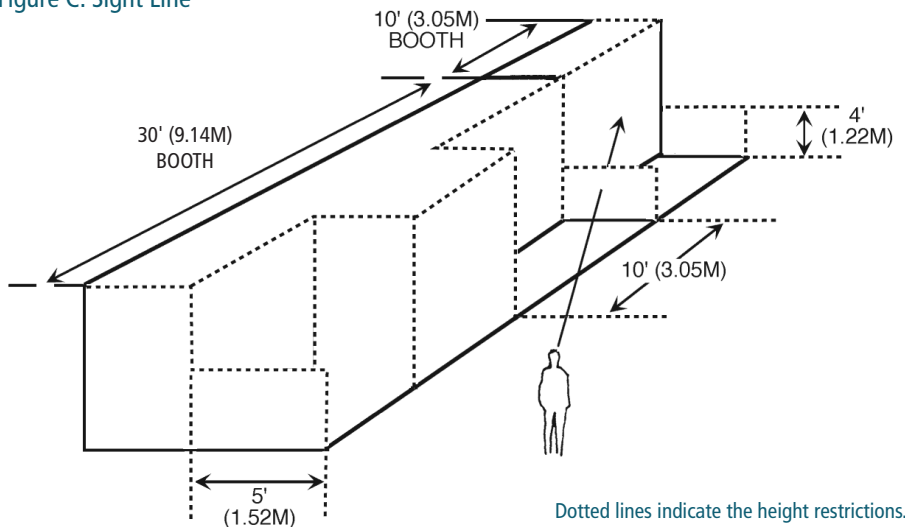


Figure C. Sight Line



End-cap Booth

Back-to-back corner exhibit spaces that are combined to make one booth facing three aisles. Adjacent back-to-back booths may be added to the end-cap booth in multiples of two. (See Figure D.)

Height

Important: End-cap booths have special height restrictions. Exhibitors should not choose an end-cap configuration unless they can conform to the following height requirements. End-cap booths have a 10' (3.05m) wide, 8' (2.5m) high back drape that is centered in the booth. The 5' (1.52m) on either side of the 8' (2.5m) high back drape are limited to displays 4' (1.22m) in height to avoid blocking the sight line from the aisle to the adjoining booths. Hanging signs are not permitted.

Exhibitors in end-cap booths must finish the back portion of their exhibit so it will not be objectionable to adjacent exhibitors. Exposition Management reserves the right to have such finishing done and bill the exhibitor for the charges incurred.

Intent

If a portion of the exhibit exceeds 4' (1.22m) in height on the outer 5' (1.52m) of floor space as shown in Figure D, the line of sight to exhibits directly behind the end-cap will be blocked and therefore is prohibited.

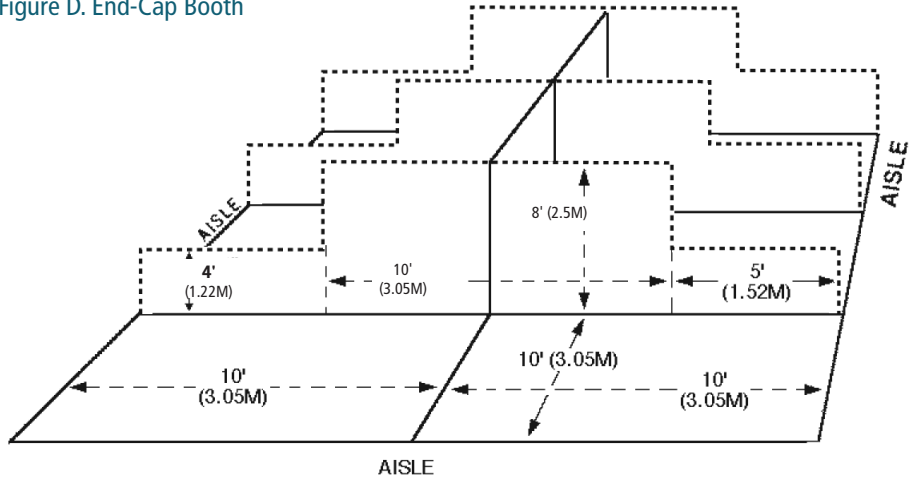
Use of Space

All exhibit materials more than 4' (1.22 m) tall and placed within 10 lineal feet (3.05m) of an adjoining exhibit must be placed within 5' (1.52m) of the exhibit's back line.

Intent

Exhibitors with end-cap booths should be able to use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures more than 4' (1.22m) tall and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

Figure D. End-Cap Booth



Dotted lines indicate the height restrictions.

Perimeter Standard Booth

Exhibit space is located on the perimeter of the exhibit floor and does not back up to other booths. (See Figure E.)

Height

Exhibit fixtures, components and identification signs are permitted to a maximum height of 12' (3.66m). Hanging signs are not permitted.

Intent

Because the outer perimeter booths are not backed up against another exhibitor's booth, display back walls and materials over 8' (2.5m) will not interfere with or distract from any other exhibit booth.

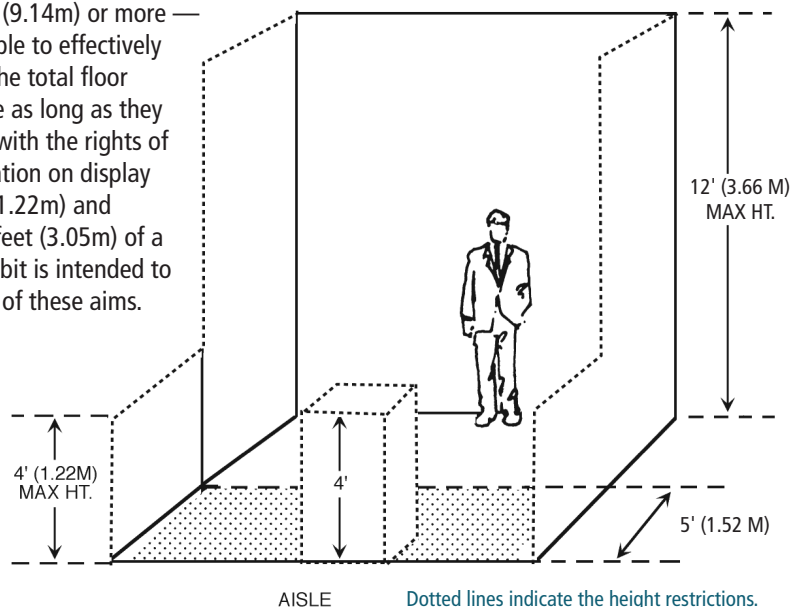
Use of Space

All display fixtures over 4' (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit must be confined to the back half of the booth.

Intent

Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Exhibitors with larger space — 30 lineal feet (9.14m) or more — should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4' (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

Figure E. Perimeter Booth



Dotted lines indicate the height restrictions.

Island Booth

Blocks of exhibit space with aisles on all four sides. (See Figure F.)

Height

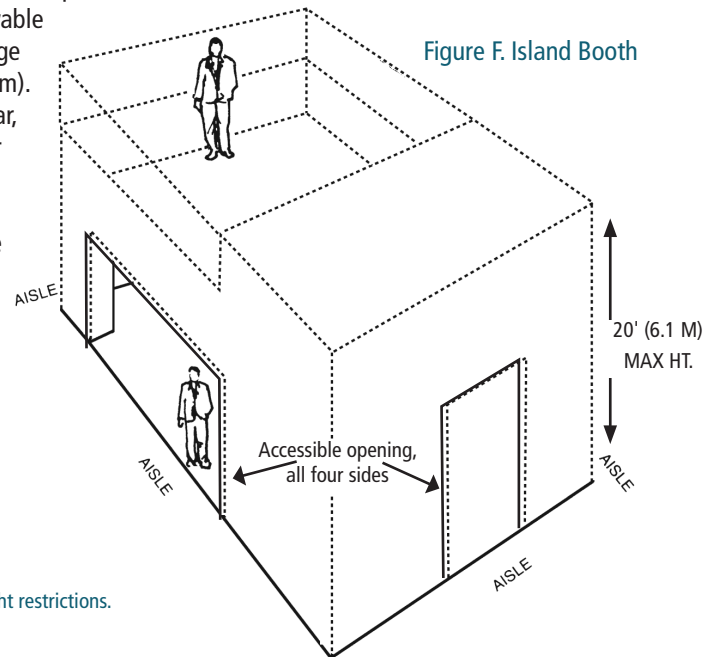
Exhibit fixtures, towers, components and identification signs are permitted to a maximum height of 20' (6.1m). Hanging signs are permitted (see page 4).

Intent

When an island booth exceeds 8' (2.5m), it does not interfere with other exhibitors because it obviously does not back up against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. The 20' (6.1m) maximum height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest, with each negating the other's efforts.

Use of Space

Because an island booth is separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted up to the maximum allowable height, which is usually a range of 16' to 20' (4.88 m by 6.10 m). However, there must be a clear, accessible opening on all four sides of the exhibit space. A solid wall is not permitted to run the length or width of the booth space.



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