

IRRIGATION ASSOCIATION GUIDELINES FOR DISPLAY RULES AND REGULATIONS

Line-of-Sight

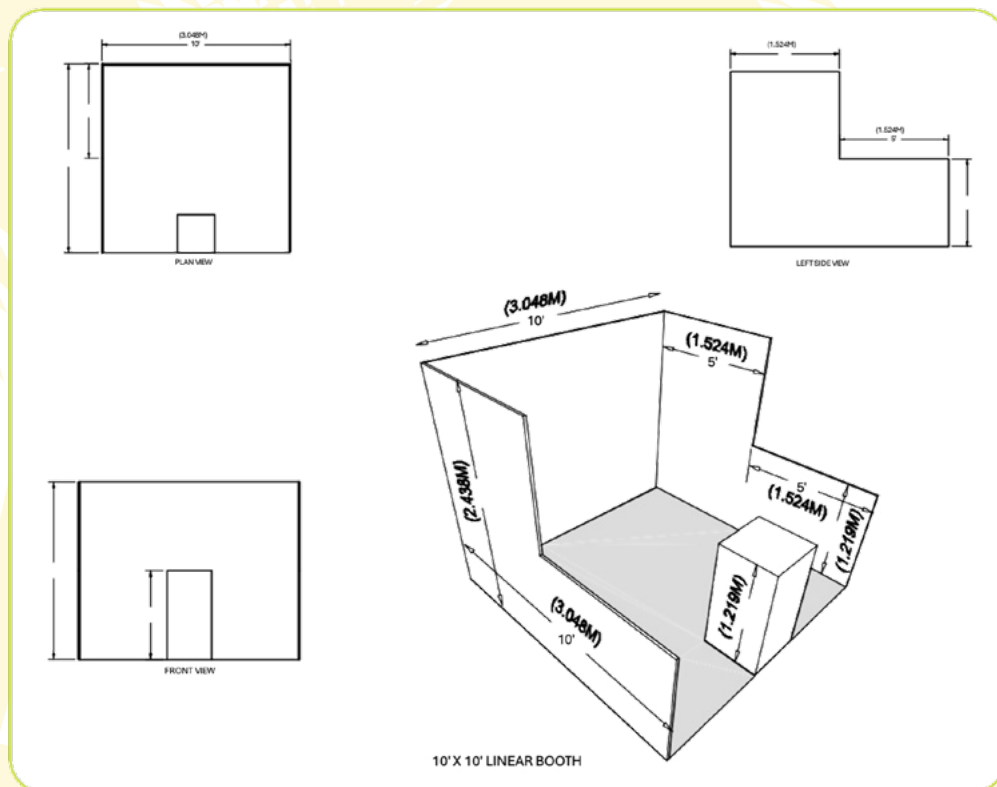
The Irrigation Association follows the Line-of-Sight display rules. This style provides restrictions on certain areas of the booths to allow attendees to view neighboring booths in their line-of-sight as they walk the floor.

Linear, In-Line & Corner Booths

Linear booths, also called in-line booths, are generally arranged in a straight line, and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle. A corner booth is a linear booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All guidelines for linear booths apply to corner booths.

Regardless of the number of linear booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. A maximum height of 8 feet is allowed only in the rear half of the booth space, with a 4-foot height restriction imposed on all materials in the remaining space forward to the aisle.

- **Maximum height of display at back wall and rear half of the booth space:** 8 feet or 2.44 meters
- **Maximum height of display and side wall in the front 5 feet of the booth space:** 4 feet or 1.22 meters

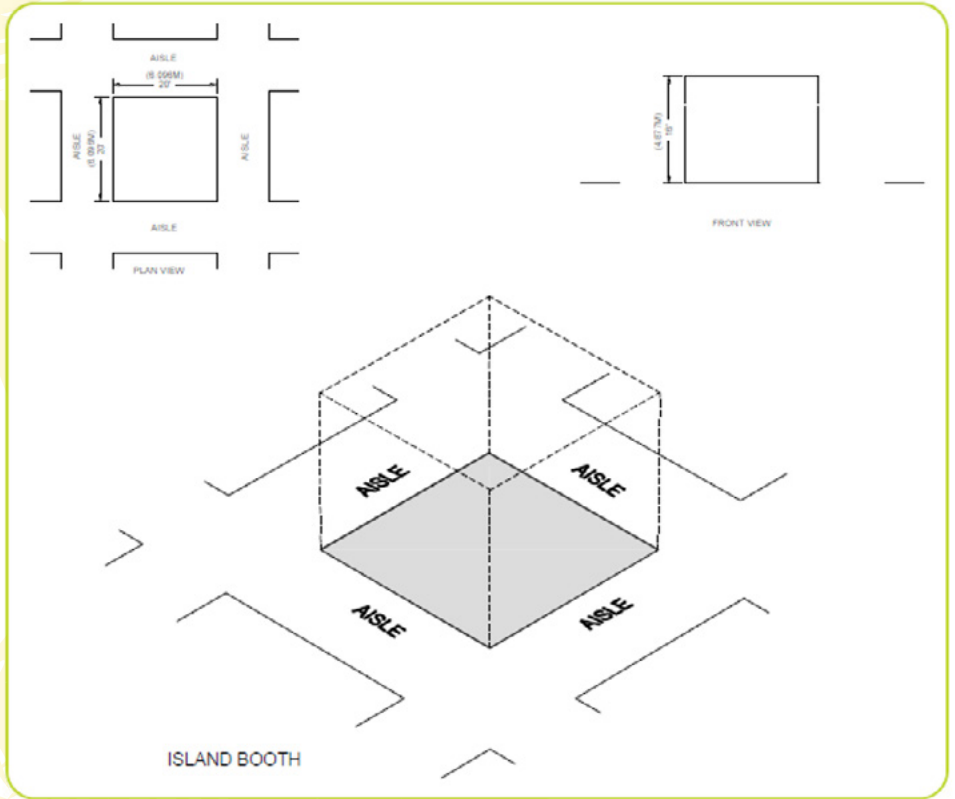


Island Booth

An island booth is any booth that is 20' x 20' or larger and exposed to aisles on all four sides.

- **Maximum height of structure(s) within the booth:** 10 feet or 3.048 meters
- **Maximum height and size for hanging signs:** 10 feet or 3.048 meters

Note: Hanging signs are only allowed over island booths that are 20' x 20' or greater



Extended Header Booth (20 feet or longer)

An extended header booth is a linear booth 20' or longer with a center extended header.

- **Maximum height of display at back wall and rear half of the booth space:** 8 feet or 2.44 meters
- **Maximum height of display and side wall in the front 5 feet of the booth space:** 4 feet or 1.22 meters

Note: Center extended header has a maximum height of 8 feet, a maximum width of 20 percent of the length of the booth, and a maximum depth of 9 feet from the back wall.

