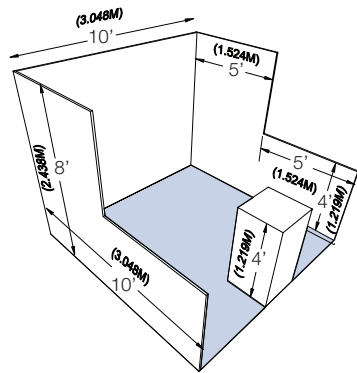
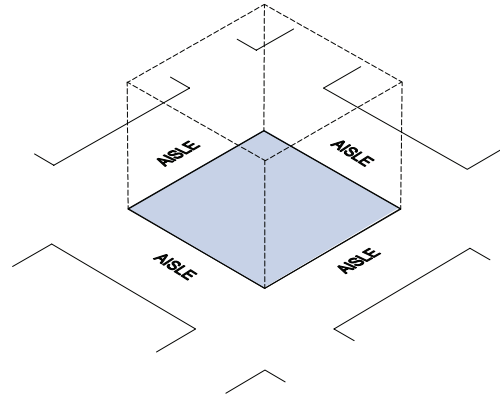


BOOTH CONSTRUCTION



Standard/Linear Booth

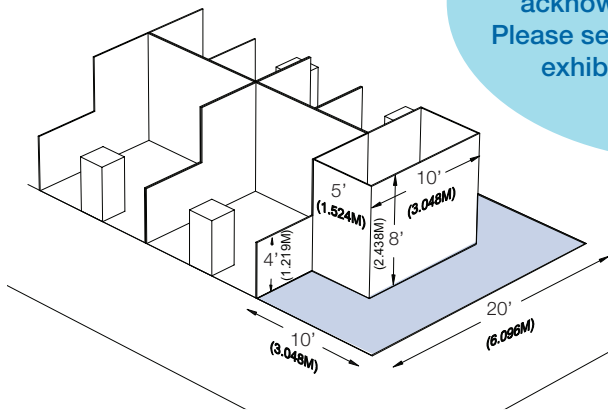
All linear booths are 100 sq. ft. (10' x 10') unless otherwise noted on the floor plan. Booths have a back wall drape that is 8' high, with sidewall drapes that are 3' high. Total height of exhibits (including decorations) may not exceed 8' unless against a wall, which allows for 12' or prior approval from exhibit management. Display material for linear booths is restricted to a maximum height of 4' in the front 5' of the booth, and 8' in the rear 5' of the booth.



Island Booth

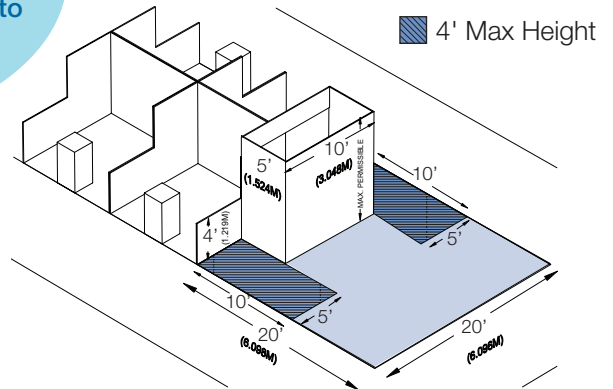
An island exhibit is an open area of exhibit space with aisles on all four sides. The entire cubic content of the space may be used up to the maximum allowable height of 16'. Approval by Yankee Exhibit Management is required if any exhibitors with island space plan to exceed 16', or require special consideration for their booth. A variance form for this approval will be included in the Service Manual.

Peninsula and End-Cap booths must sign off and acknowledge sight line rules. Please send acknowledgement to exhibits@massdental.org.



End-cap Booth

An end-cap booth is exposed to aisles on three sides and composed of two booths, generally 10' deep by 20' wide. The back wall must not exceed 8' in height and only in the rear half of the booth space. The back wall is restricted to 4' high within 5' of each aisle, permitting adequate line of sight for the adjoining booths.



Peninsula Booth

A peninsula booth is 20' x 20' or larger with aisles on three sides. The back wall of a peninsula booth must be on the non-aisle side and not exceed 16' in height. The back wall is restricted to 4' high within 5' of each aisle and 10' out from the back wall, permitting adequate line of sight for the adjoining booths. All portions on the rear of the back wall must be finished with no copy of any kind on it. Peninsula exhibits must be designed to be accessible from all three aisles.

Hanging Signs

All hanging signs must be pre-approved and receive written approval from exhibit management. A form will be included in the Service Manual. Hanging signs will only be permitted for island or peninsula booths at a maximum height of 25'. Signs suspended over peninsula booths must be set back a minimum of 5' from the back wall line of the booth.