

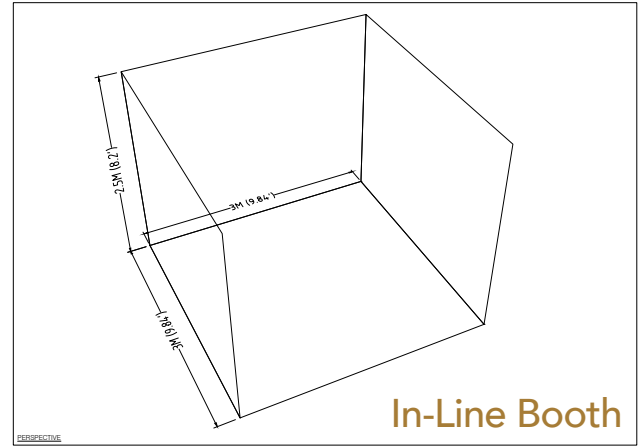


BOOTH SCHEMATIC OPTIONS

Booth Choices that Meet Your Exhibition Needs

In-Line Booths

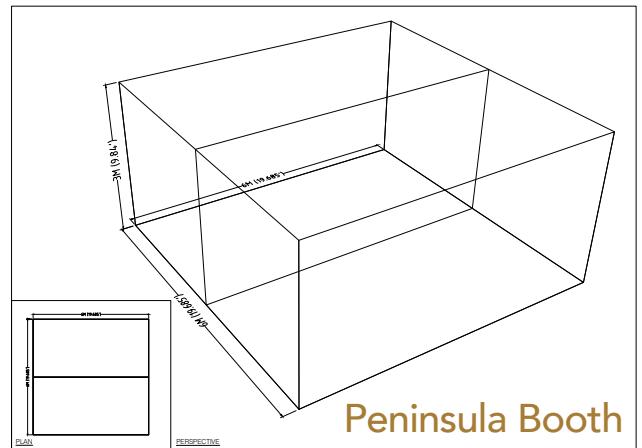
An In-line Booth is one or more standard booth units in a straight line, and is enclosed on three sides with the opening to the aisle. Booths at the ends of each aisle (corner booths) will be open on two sides. The standard booth size is 10 feet x 10 feet (3 meters x 3 meters). The maximum height for all booth contents is 8 feet (2.5 meters). Each Inline exhibit will be supplied with an 8' backwall and a 3' side rail pipe-and-drape, and a 44" x 7" ID sign with company name and booth number.



In-Line Booth

Peninsula Booths

Peninsula Booths are 20 feet x 10 feet (6 meters x 3 meters) and have aisles on three sides. Except for the back wall, no other solid wall areas are allowed on the external boundaries of the booth. The maximum height of the back wall facing the neighboring booth is 10 feet (3 meters). All components of the booth must be placed below this height. Any booth above 8 feet (2.5 meters) in height must be finished on the back up to 10 feet (3 meters). No structure is provided for peninsula booths, exhibitors must provide their own back walls.



Peninsula Booth

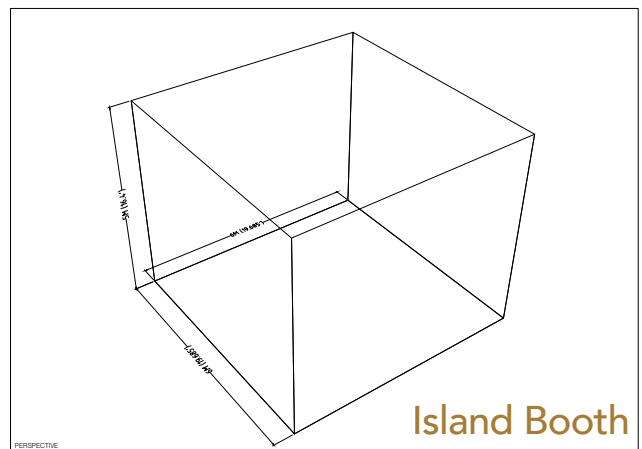
Island Booths

An Island Booth is any space exposed to the aisles on all four sides. All island booths (regardless of size) should allow 20% visibility on all sides. Examples:

- 20 feet x 20 feet (6 meter x 6 meter) Island: Each side of the booth must have visibility for a minimum of 4 feet (1.22 meter)
- 40 feet x 30 feet (12 meter x 9 meter) Island: Each 30 foot (9 meter) side of the booth must have visibility for a minimum of 6 feet (1.83 meters).

Each 40 foot (12 meter) side of the booth must have visibility for a minimum of 8 feet (2.44 meters).

No full solid walls are allowed on the external boundaries (aisles) of the booth space. Exhibitors may use clear acrylic or similar material to create a wall that will allow for line of sight from one booth to the next. The maximum height for any Island booth space is 16 feet (5 meters) based on written approval from an ISMRM representative or Patti McDowell/Freeman.



Island Booth

Note:

- Any booth larger than 20 feet x 10 feet (6 meters x 3 meters) in size must provide detailed, scaled drawings with dimensions.
- All exhibitors must provide suitable floor covering for their entire exhibit space.