

2023 Booth Space Design Options

Booth Space Design Options

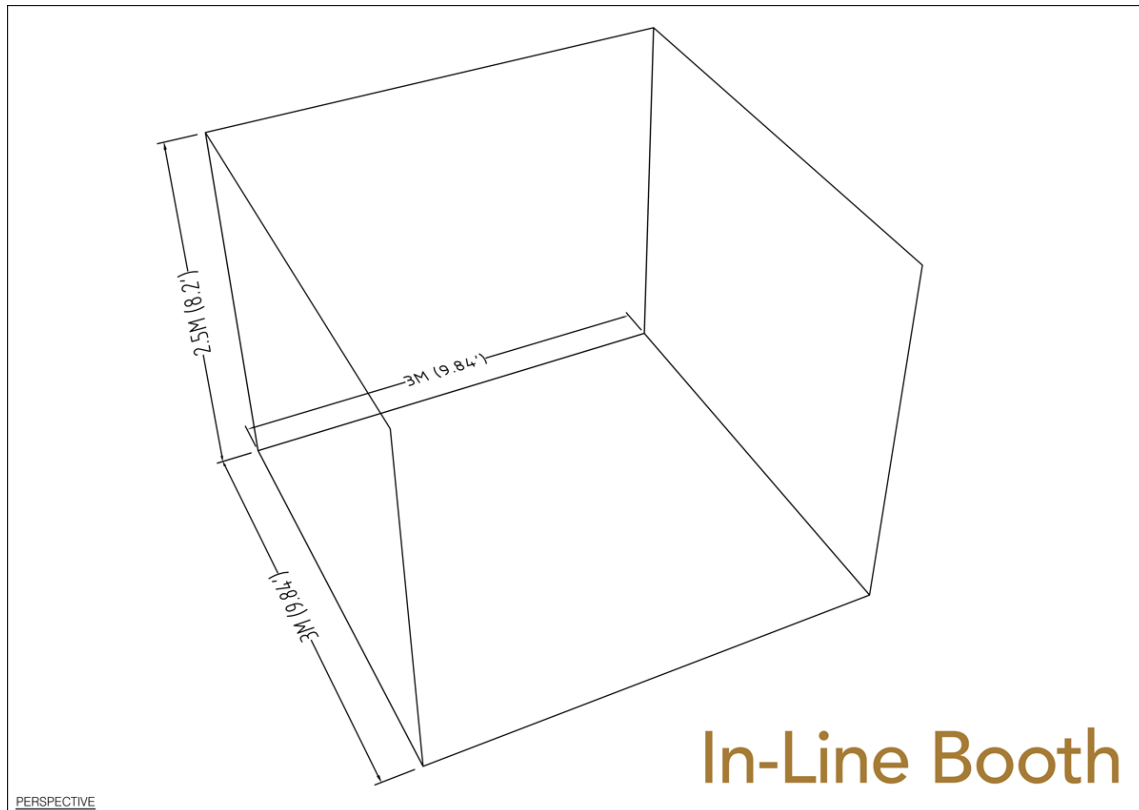
In an effort to create a balanced exhibit area, all exhibits will be positioned strategically throughout the floor space. In fairness to all participating companies, no company shall be granted the primary location nearest the entrance for consecutive years. The ISMRM reserves the right to rearrange the floor plan at any time for any reason. The ISMRM also reserves the right to relocate any exhibitors should it become necessary for causes beyond the control of the ISMRM, or advisable in the best judgment of the ISMRM. The signing of the contract constitutes full agreement with these assignment policies and procedures.

Please note that the final floor plan will be different from the preliminary floor plan shown in the Prospectus for the purpose of booth selection. The ISMRM redraws its floor plan yearly based on the requests and needs of exhibitors, rather than requiring exhibitors to fit into an existing model. The ISMRM reserves all rights to draw a floor plan that best meets its show requirements but will do all possible to accommodate exhibitors' requests as submitted on the contract for booth space.

Booth **Schematic** Options

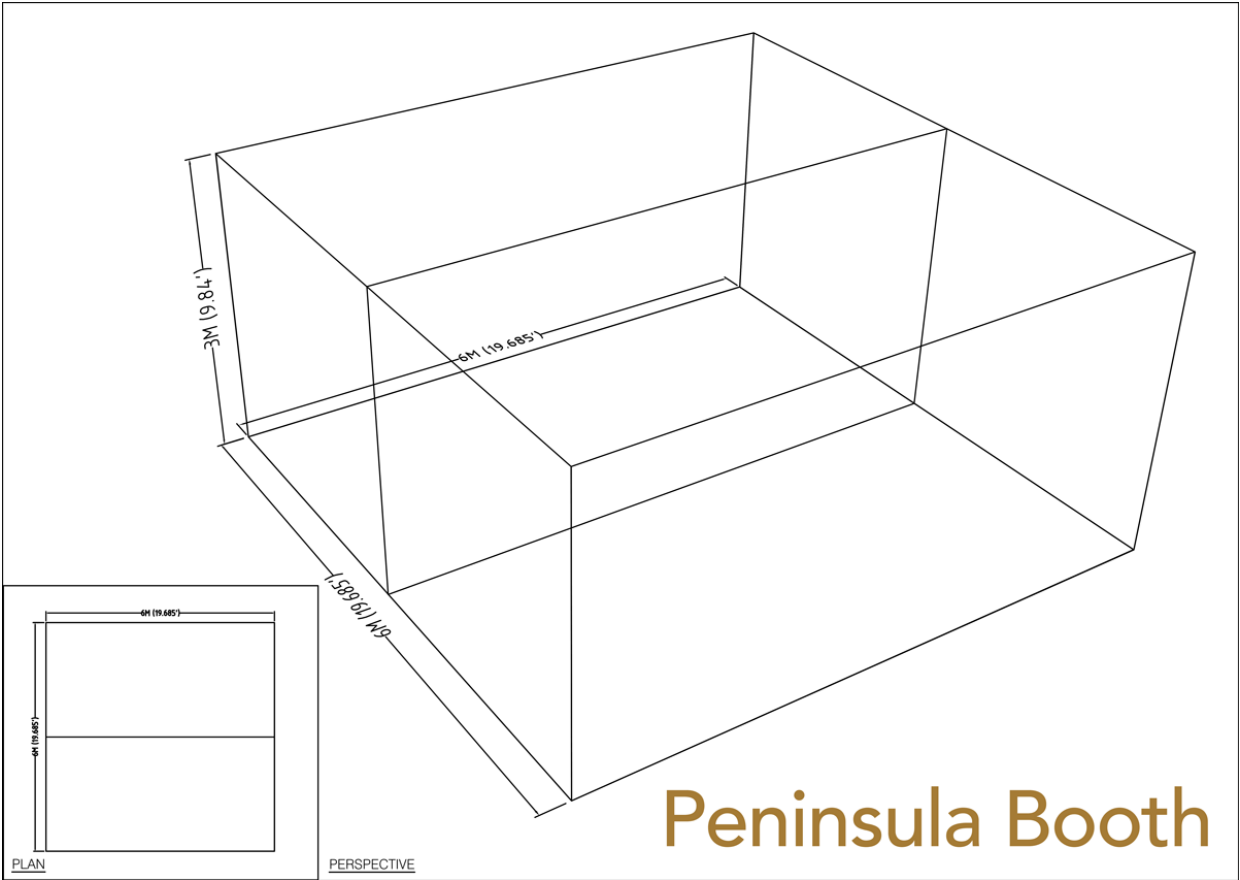
Booth Choices That Meet Your Exhibition Needs

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.

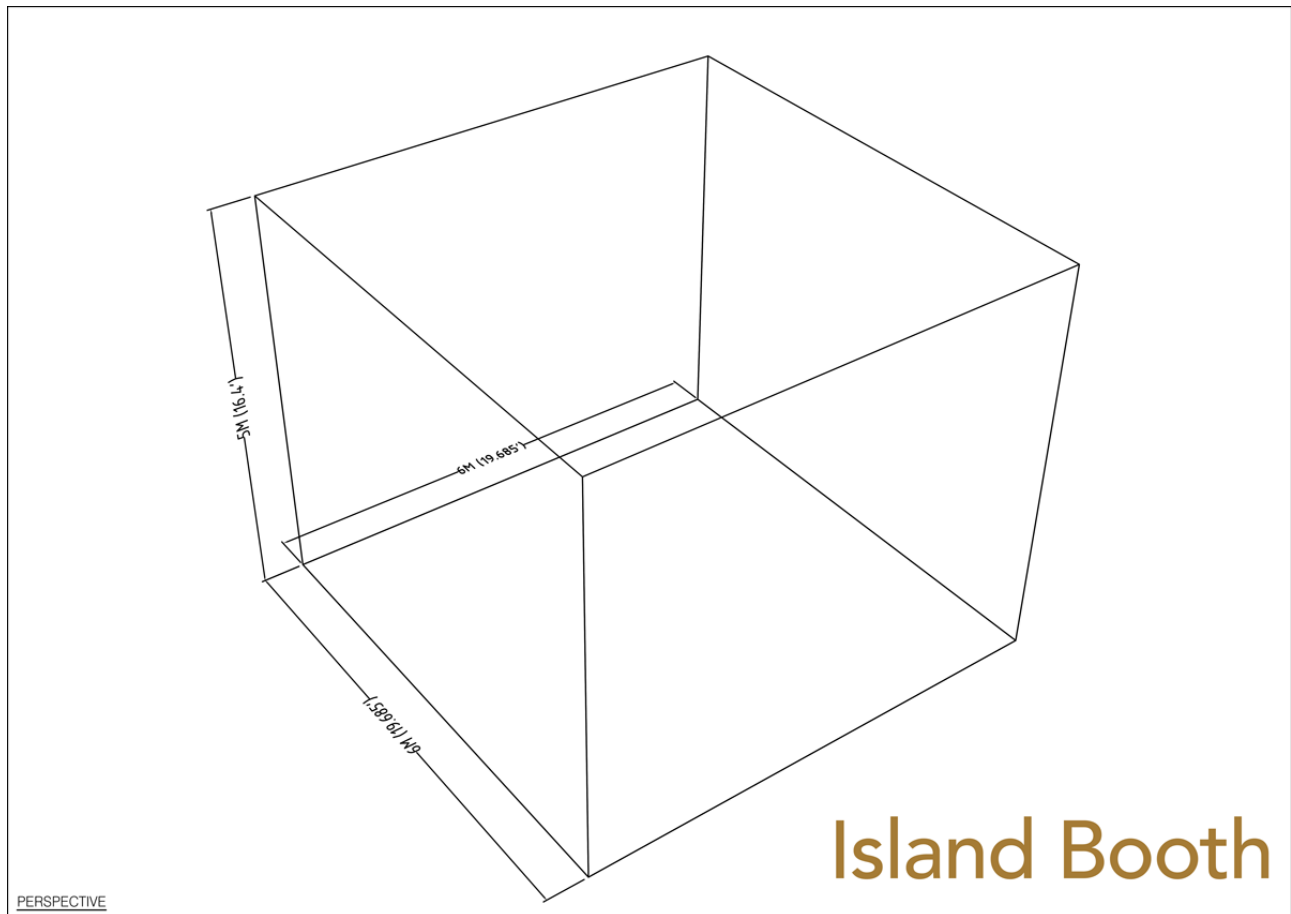
Peninsula Booths



Peninsula Booth

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.

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 meters x 6 meters) island: each side of the booth must have visibility for a minimum of 4 feet (1.22 meters).
- 40 feet x 30 feet (12 meters x 9 meters) 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.

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.

Preliminary Floor Plan

The 2023 ISMRM & ISMRT Annual Meeting & Exhibition will be held in the Exhibition Hall at the MTCC, 03-08 June 2023. The Technical Exhibition and Poster Hall (Digital & Traditional Paper Posters) will be located on Level 700 in Exhibition Halls D & E and, again, intertwined. When you enter the Technical Exhibition Hall, you are entering a hall that will incorporate exhibition booths and posters crisscrossing the hall.

Our rules and regulations have been created to give each exhibitor the most effective use of rented space. Space dimensions shown on floor plans are from centerline of booth equipment, such as side rails and/or back wall. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at the rear of the booth. ISMRM will provide aisle carpet only. Booth carpet is mandatory and is the responsibility of each exhibitor.

Special Regulations

No part of any exhibit, or signs relating thereto, shall be posted, nailed or otherwise attached to columns, walls, floors or other parts of the building or its furniture in any way to deface the same. Damage arising from failure to observe these rules shall be payable by the exhibitor. Operational equipment, audio-visual presentations, and other sound and attention-getting devices and effects may not create noise levels objectionable to neighboring exhibitors. Product and service demonstrations are to be straightforward and professional and must avoid the use of theatrical gimmicks.

All activities of each exhibitor must be confined to the exhibitor's allotted space. The exhibitor must, at their expense, maintain and keep their exhibit and the space for which they have contracted in clean and good order. Distribution of handout items such as plastic bags or token gifts is permissible upon approval from the Executive Director of ISMRM. Requests to distribute handout items must be submitted in writing to the Executive Director and/or the Associate Executive Director along with a sample, photograph, or written description of each item. It is the responsibility of the exhibitor to seek prior approval for any handout items that may be considered questionable; without such prior approval, the exhibitor may be penalized priority points.

Exhibitors are allowed to photograph, videotape, or electronically or mechanically record their company's booth for exhibitor personnel during regular floor access hours without the use of electrical lighting; this includes setup and dismantling hours. Media photographing, videotaping, or electronically or mechanically recording on the exhibit floor is permitted only with prior permission. Permission requests for media coverage must be submitted in writing to the Executive Director and/or Meetings Manager at

least thirty (30) days prior to move-in. All construction materials must conform to local codes. Table drapes, textile or paper displays, back wall drapes, and any decoration must be flameproof. All exhibits and materials are subject to inspection by the local fire marshal.

IMPORTANT: Please review the complete Fire Regulations for Exhibitors located in the Exhibitor Service Kit. In some instances, ISMRM, the MTCC and their Fire Safety Manager MUST approve aspects of your booth in advance. Please contact Sabrina Cristiano, Assistant Director, at SCristiano@MTCCC.com or Fire Safety at FireSafetyReply@mtccc.com if you have any questions regarding required documentation. Violation of any of these rules by the exhibitor or its employees or agents shall, at the option of ISMRM, forfeit the exhibitor's rights to occupy space, and such exhibitor shall forfeit to ISMRM all monies paid or due.

Acceptance of Regulations

If no contact is made with the ISMRM office about these rules and regulations, their acceptance is assumed and confirmed by the signature on the contract for exhibit space.

All matters and questions not covered by these regulations are subject to the decision of ISMRM Executive Director Roberta A. Kravitz and/or Sabrina Cristiano at MTCC.