

# Marijuana Business MJBizCon

## Exhibit and Signage Rules for In-line Booths

To ensure a successful show for all exhibitors at MJBIZCON, please familiarize your team with these important exhibit and signage rules which follow the IAEE guidelines for Island Exhibit Spaces. These rules and regulations have been implemented to ensure that all exhibitors are treated fairly and have equal opportunity to present their brand and products in a compelling fashion. The intent is to keep sight lines open and not infringe on your neighbors.

### **In-line and Corner booths**

Hanging signs are **NOT** allowed over in-line or corner exhibit space

- Display materials cannot obstruct sight lines of neighboring exhibitors.
- The maximum height of any structure in the booth cannot exceed 10 feet. Booth branding can only face forward, exhibitors cannot brand on the sides or back of booth.
- Displays over 14 feet, including but not limited to- signs, flags and banners, are not permitted in any in-line booth, and will not be allowed.
- The back walls of all displays visible from a neighboring exhibit must be finished materials displaying a plain, non-branded wall. Any back-wall logos/words/graphics visible from an adjoining exhibit must be covered in a similar finish to the rest of the wall.
- If back wall materials do not conform with the required plain, non-branded finished material, the exhibitor will incur the charge to have coverage completed on site. Show management shall not be held liable for damages should the onsite solution involve a permanent alteration of the booth.
- Side walls/displays/equipment may be up to 10 feet tall in the back half of the booth but must be 4 feet or under on the front 5 feet.
- If you are contracting an EAC to set-up/tear-down your booth, you must fill out an EAC form and submit it with the EAC's insurance to [sales@mjbizdaily.com](mailto:sales@mjbizdaily.com) before October 11, 2019.

### **Freeman Responsibilities**

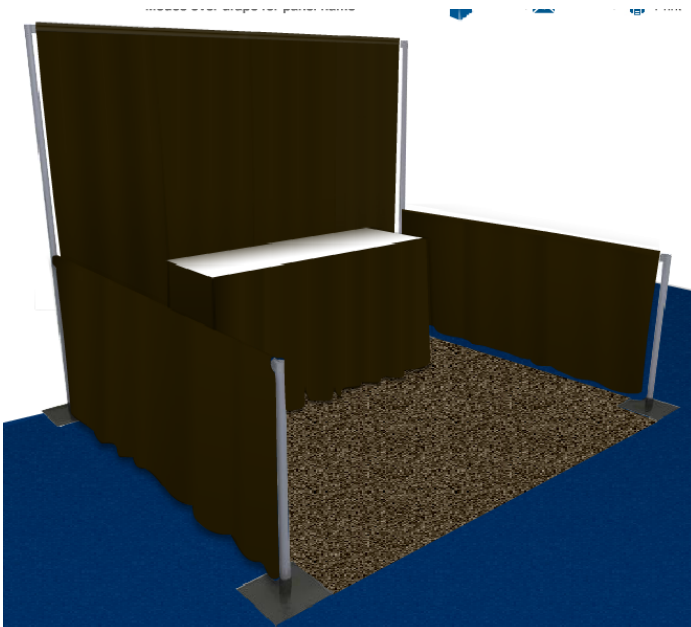
- Assembly and disassembly of electrical hanging signs, including rotating and header signs
- Lighting without dimmers
- Programmable theatrical lighting, production, related rigging and audio-visual
- Suspended trusses with or without legs that contain dimmable or programmable lighting, studio or motion picture lighting, sound system projectors and/or video wall

- Hoist ground-supported stand-alone truss whose sole purpose is overhead distribution of electrical
- Suspended truss with motorized hoist and non-dimmable and non-programmable lights
- Installing chain hoist
- Special effects equipment
- Laser lighting
- Video monitors and plasma screens including units fed by a live camera or are part of multi-screen coordinated image.

Exhibits which are not in compliance with the above guidelines will be asked to adjust on-site.  
Failure to comply will impact future opportunities to exhibit at MJBizCon events.

**Each 10'x10' space includes:**

- 8' pipe and drape back wall
- 3' pipe and drape side walls
- 6' draped table
- 2 standard chairs
- Wastebasket
- Booth ID sign
- Carpet



# Linear Booth

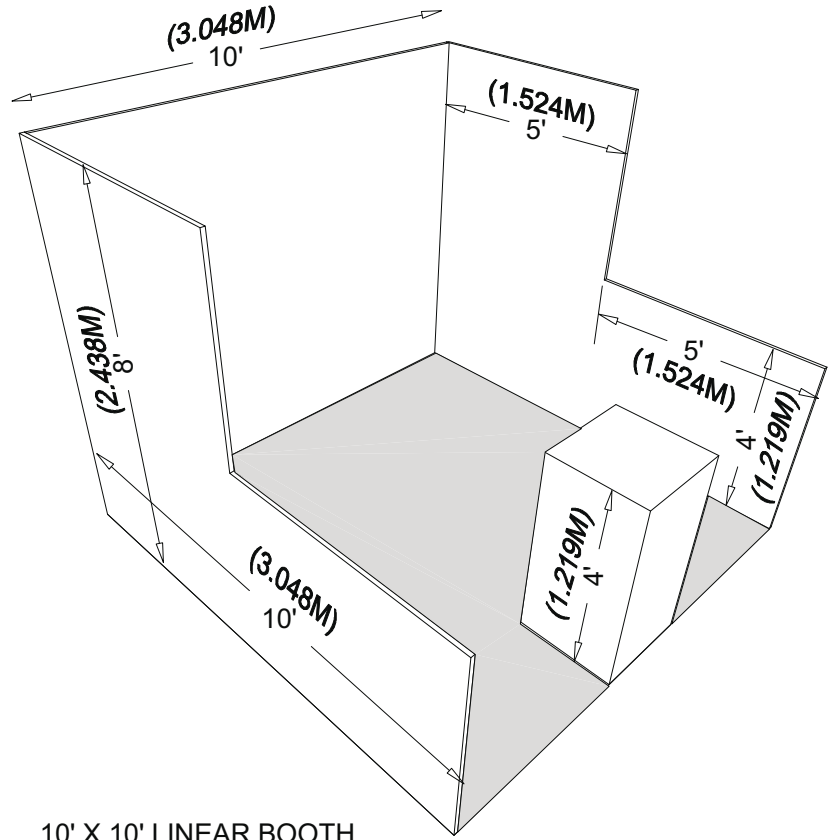
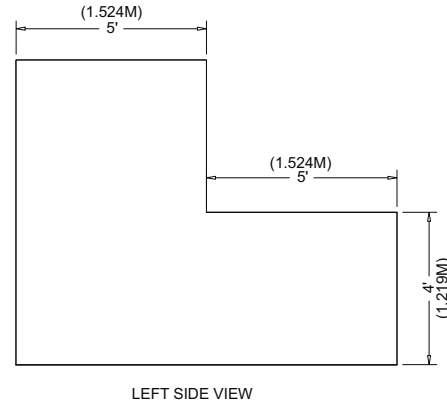
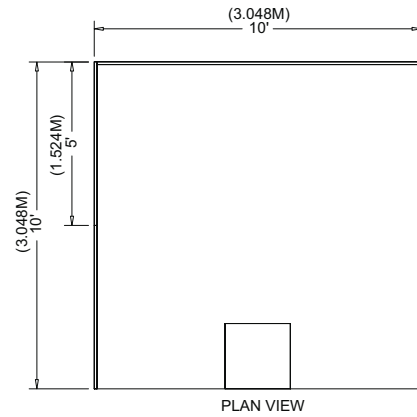
Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

## Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

## Use of Space

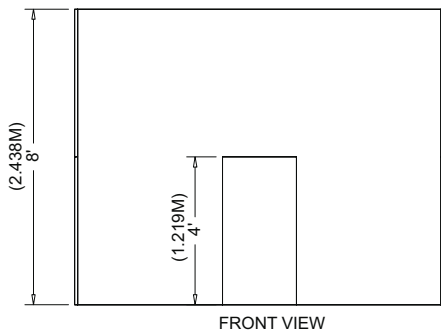
Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. (See Line-of-Sight exception on page 8.) Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



10' X 10' LINEAR BOOTH

# Corner Booth

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 other guidelines for Linear Booths apply.



FRONT VIEW