



## AAOP Exhibit Design Rules & Regulations

Guidelines for display rules and regulations are created to promote continuity and consistency among the Academy Annual Meeting. These guidelines afford exhibitors a maximum return on their exhibit investments, compliance with fire safety, Americans with Disabilities Act (ADA), and other state, federal or provincial government requirements. It is the Academy's goal that the display rules and regulations shall provide exhibitors with all the information necessary to properly design and build exhibits, as well as plan their booth's layout and content.

Any requests for deviations from the standard booth/tabletop layout as described below must be submitted in writing to Kate Feuling at [kfeuling@oandp.org](mailto:kfeuling@oandp.org) and must include design and layout specifications. Deviations must be received no less than 60 days prior to the meeting start date and will be reviewed by show management and will be either approved or denied within 30 days of receipt.

**ATTENTION: The Hyatt Regency Chicago's Exhibit Hall has lower than normal ceilings. No display can exceed 10 feet for the 2024 Annual Meeting.**

### Linear Booth

Linear Booths, also called "in-line" booths, are typically arranged in a straight line and have neighboring exhibitors on their right and left, leaving only one side exposed to the aisle. The Academy's approved floorplan dimensions are 10'w x 10'd x 8'h, the eight-foot height restriction is only allowed in the rear half of the booth space, a 4-foot height restriction is imposed on all items in the remaining space forward to the aisle. In addition, display materials cannot obstruct sight lines of neighboring exhibitors.

### 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.

### Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except the maximum back wall height is 10 feet for Chicago.

### **End-Cap Booth \***

An End-Cap Booth configuration is essentially a Linear Booth placed in the position of a Peninsula or Split Island. End-Cap booths are generally 10 feet deep by 20 feet wide with a maximum back-wall height of eight feet and a maximum allowed back-wall width of 10 feet at the center of the back-wall with maximum five feet height on the two side aisles. Within five feet of the two side aisles, the maximum height for any display material is four feet.

*\*Please ensure you follow the back-wall height restrictions so as not to violate the linear booth line-of sight regulations for neighboring exhibits. \**

### **Peninsula Booth**

A Peninsula Booth is exposed to aisles on three sides and comprised of a minimum of four booths. Typical Peninsulas are 20 feet by 20 feet or larger. When a Peninsula booth backs up to two Linear Booths, the back wall is restricted to four feet high within five feet of each aisle, permitting adequate line of sight for the adjoining Linear Booths. The maximum height allowance is 10 feet for Chicago including signage for the center portion of the back wall. Double-sided signs, logos and graphics must be set back 10 feet from adjacent booths.

### **Split Island Booth**

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. There is no back-wall line-of-sight restrictions and the entire cubic content of the booth may be used up to the maximum allowable height of 10 feet for Chicago. Double sided signs, logos and graphics shall be set back 10 feet from adjacent booths.

### **Island Booth**

An Island Booth is any size booth exposed to aisles on all four sides. The entire cubic content of the space may be used up to the maximum height of 10 feet for Chicago.

### **Extended Header Booth**

An Extended Header Booth is a Linear Booth 20 feet or longer with a center extended header. All guidelines for Linear Booths apply to Extended Header Booths except that the center extended header has a maximum height of eight feet and a maximum width of 20% of the length of the booth and a maximum depth of nine feet from the back wall.

### **Tabletops**

Tabletop displays are skirted and are 6'w x 24"d x 30"h. Tabletop displays must not exceed 30" in height from the top of the table, including signage.

## **Other Important Considerations**

### **Hanging Signs & Graphics**

Due to the low ceilings in Chicago, we are not permitting any hanging signs.

### **Towers**

The Academy must approve any tower 60 days prior to the Annual Meeting. A Tower is a free-standing exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used. Towers in excess of eight feet must have drawings available for inspection.

### **Storage**

Fire regulations prohibit storing product, literature, empty packing containers, or packing materials behind back drapes or under draped tables.

### **Demonstrations**

The Academy must approve any demonstration 90 days prior to the Annual Meeting. As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner that assures all exhibit personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits.

### **Exhibit Space Specifications**

All Exhibitors must remain within the confines of their own exhibit space, and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view or disadvantageously affect the display of other Exhibitors. Exhibits not conforming to these specifications, or which in design, operation, or otherwise, are deemed objectionable by AAOP in its sole discretion, will be prohibited.



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