

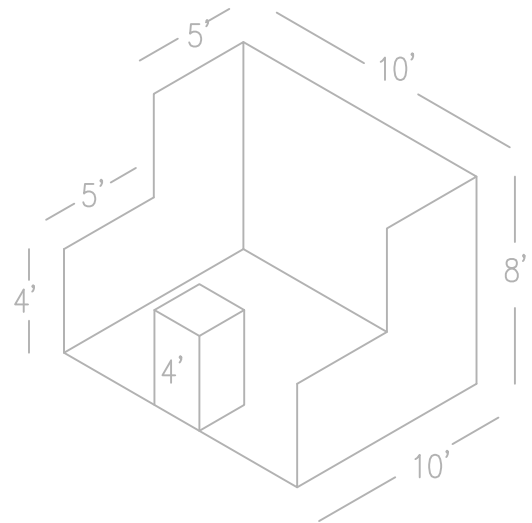
# BOOTH LAYOUT FOR AESTHETIC SOCIETY EXHIBIT HALL

Please refer to the following diagrams when planning your booth setup. These are standard setup options. Any other setups must be approved by the Central Office prior to the final payment deadline.

If you have any questions, please call the Central Office at (562) 799 – 2356.

## Linear Booth

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths.

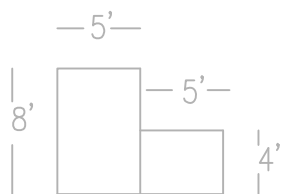


10' x 10' Linear Booth

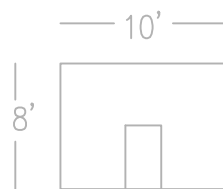
Use of Space: Regardless of the number of Linear Booths utilized, (e.g. 10'x20', 10'x30', etc.) display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. NOTE: When three or more Linear Booths are used in combination as a single exhibit space, the four foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.

## Corner Booth

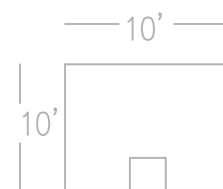
A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.



Left Side



Front

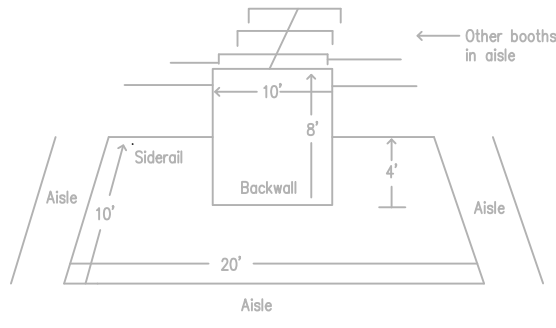


Top

# End-cap Booth

An End Cap Booth is exposed to aisles on three sides and composed of two booths.

Dimensions: End Cap booths are generally ten feet (10') deep by twenty feet (20') wide. The maximum backwall height of eight feet (8') is allowed only in the rear half of the booth space and within four feet (4') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.



# Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (A) one which backs up linear booths and (B) one which backs up to another Peninsula Booth and is referred to as a "Split Island Booth."

Dimensions: A Peninsula Booth is usually 20' x 20' or larger. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to four feet (4') high within 4' feet of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16') is a typical maximum height allowance, including signage for the center portion of the backwall.

