

# Exhibit Design Regulations

The National Automobile Dealers Association has developed these Exhibit Design Regulations in accordance with the guidelines set forth by the International Association of Exhibition & Events, in order to provide a fair and consistent environment for all participating exhibitors. It is the primary goal of NADA to have an attractive and successful event for all, and for all exhibitors to have the opportunity to present products and/or services in the most effective manner possible. Each exhibitor is entitled to reasonable sight lines from the aisle regardless of the size of exhibit. By signing the Exhibit Space Application & Contract, NADA expects each exhibitor to be in full compliance with these regulations, and reserves the right to enforce any of the guidelines outlined in the following document.

**Please be sure to pass along these regulations to your display company, if you have one, before the construction of your booth begins.** It will save your company time and money if you build your booth to be in compliance from the beginning. Large fees can accrue if you are required to alter any unapproved designs onsite.

***Note that NADA does not give variances to the Exhibit Design Regulations.*** It is expected that each exhibitor reviews the regulations and is in full compliance. If you company fails to comply, participation at future NADA Shows may be in jeopardy.

	INLINE	PERIMETER	PENINSULA	ISLAND
MAXIMUM HEIGHT PERMITTED:	8' FROM FLOOR TO HIGHEST POINT IN BOOTH (See Page 2 for Approved Space)	12' FROM FLOOR TO HIGHEST POINT IN BOOTH (See Page 3 for Approved Space)	20' FROM FLOOR TO HIGHEST POINT IN BOOTH (See Page 4 for Approved Space)	20' FROM FLOOR TO HIGHEST POINT IN BOOTH (See Page 5 for Approved Space)
REQUIRED TO SUBMIT FLOOR PLAN?	YES	YES	YES	YES
PERMITTED TO HANG SIGN?	NO	NO	YES	YES

# Linear Booth

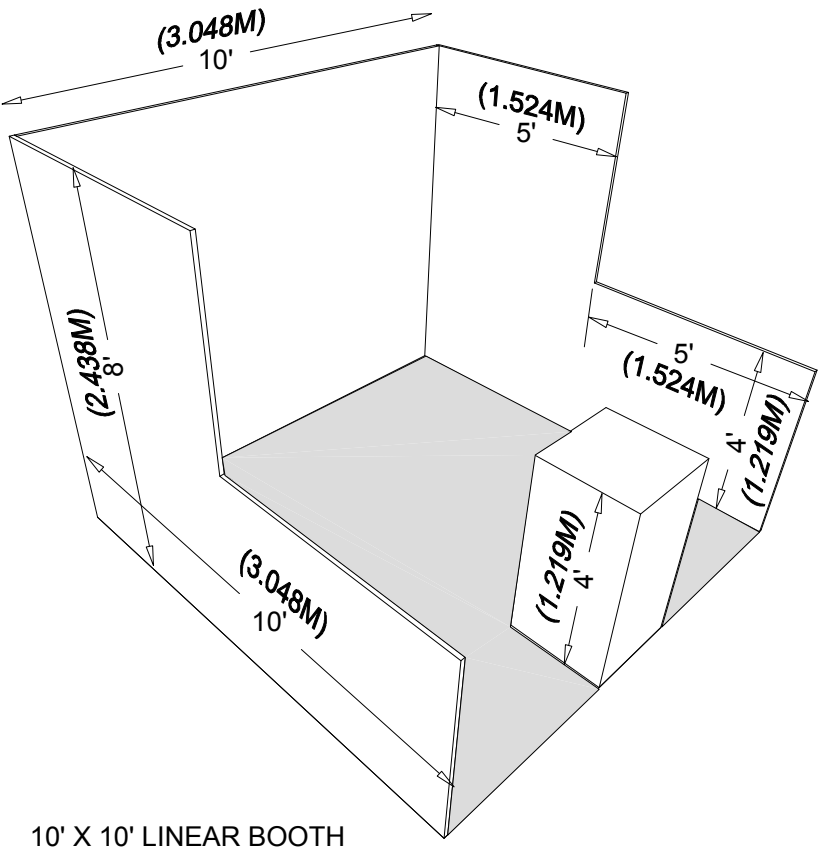
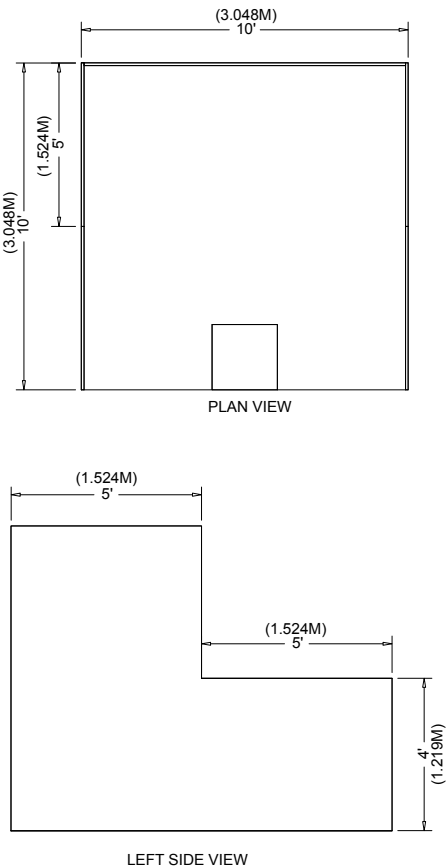
Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

## 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.

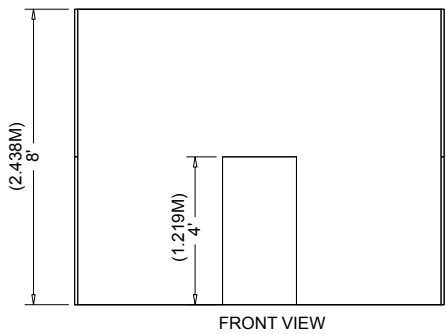
## Use of Space

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.



# 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.



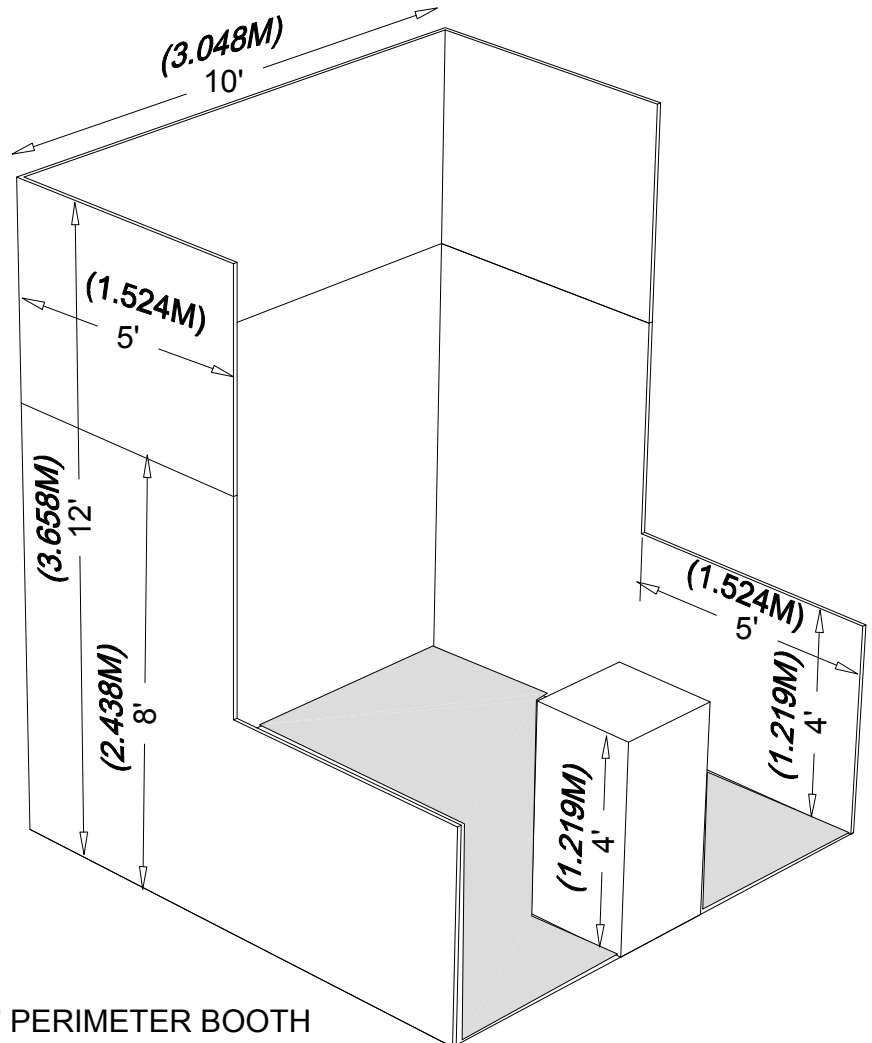
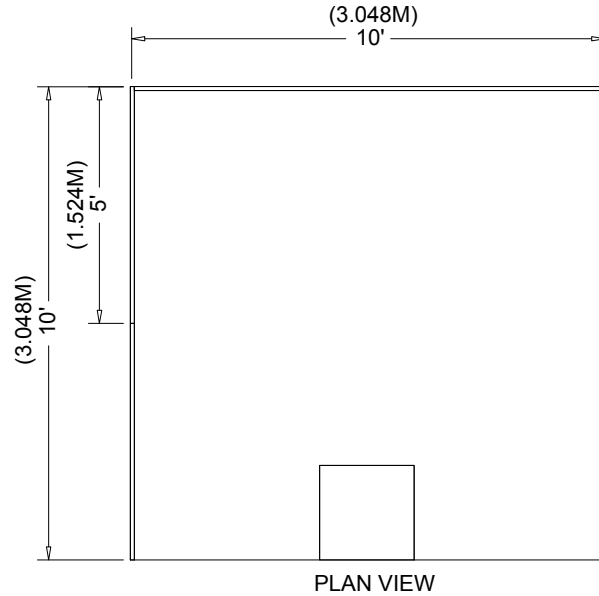
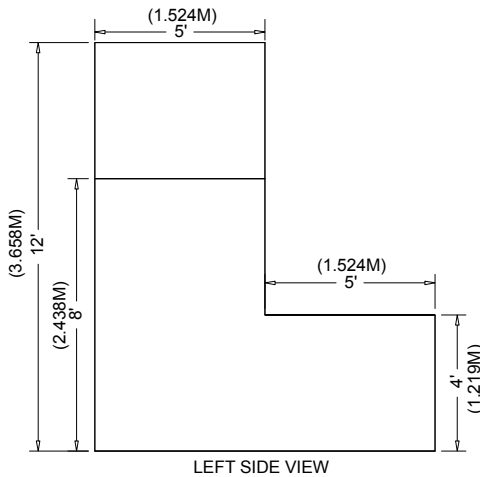
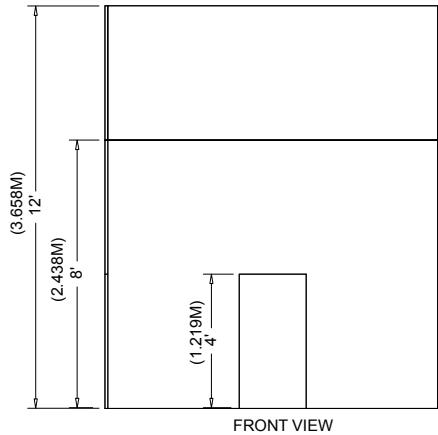
10' X 10' LINEAR BOOTH

# Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

## Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).



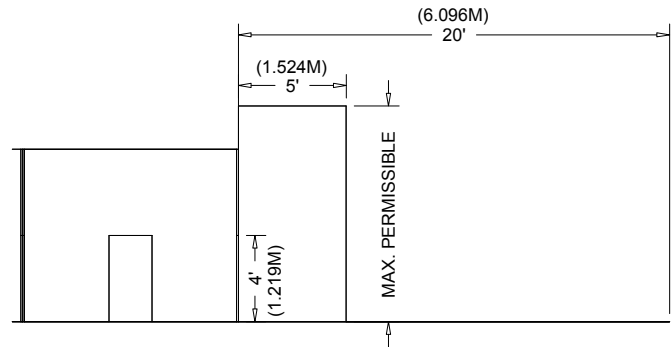
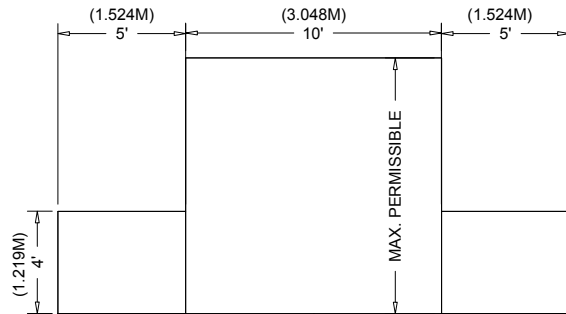
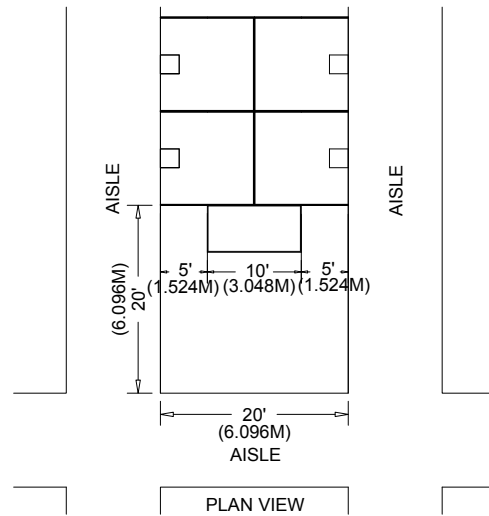
# Peninsula Booth

A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.”

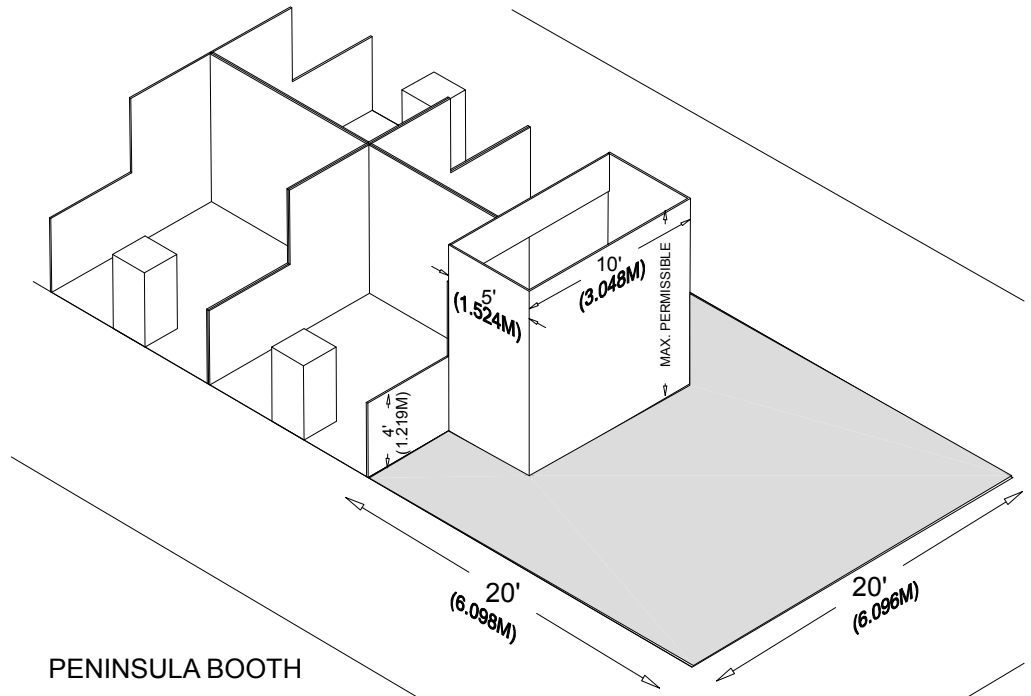
## Dimensions

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. (See Line-of-Sight exception on page 8.) The maximum height allowance is 20ft (6.10m), including signage for the center portion of the back wall.

Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.



FRONT VIEW



# Island Booth

An Island Booth is any size booth exposed to aisles on all four sides.

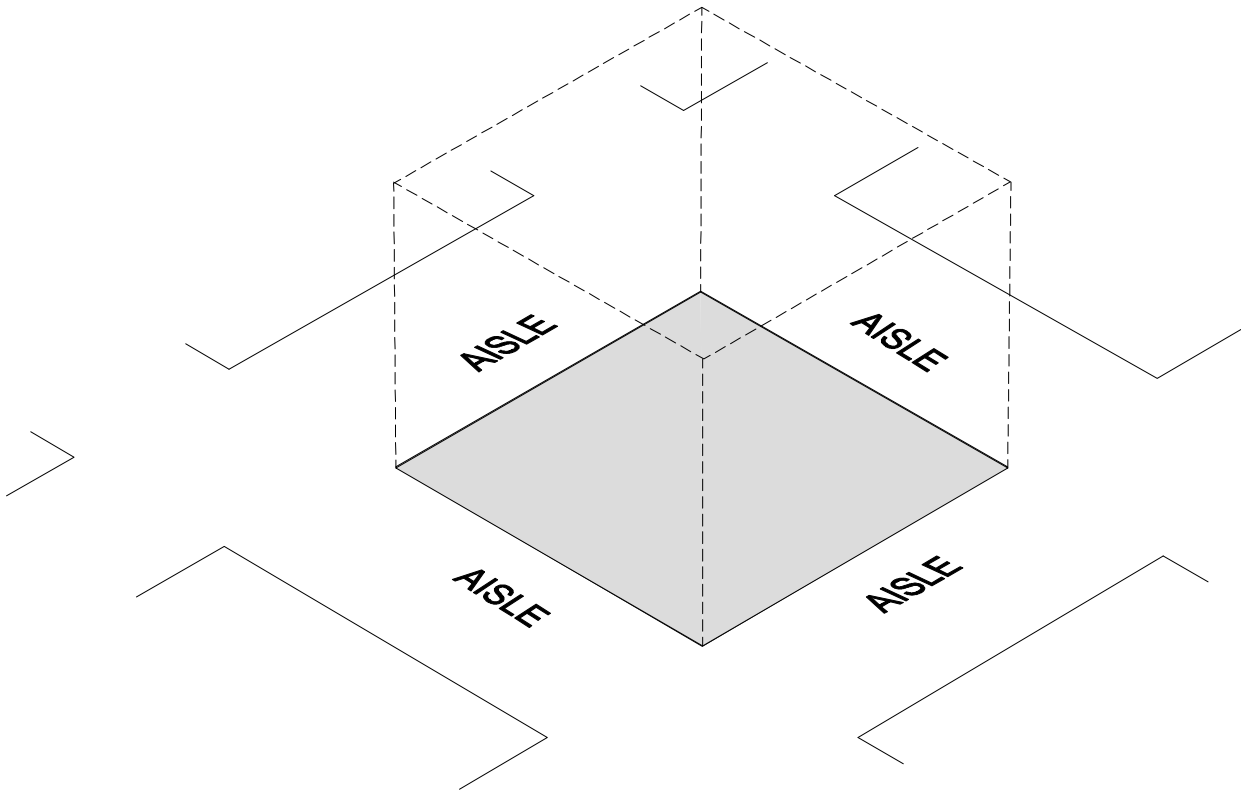
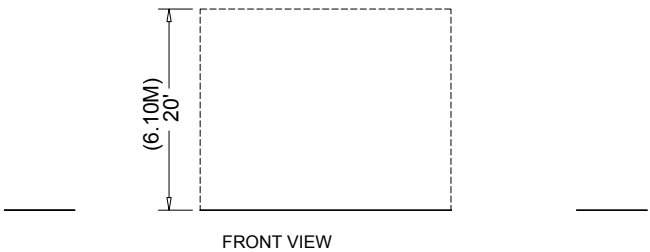
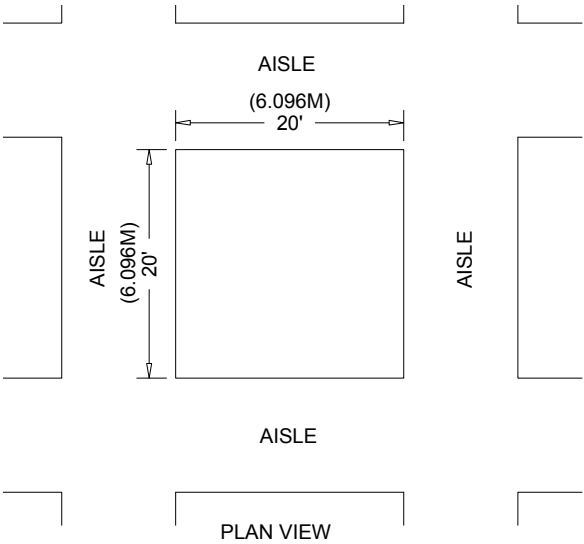
## Dimensions

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently.

## Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is 20ft (6.10m), including signage.

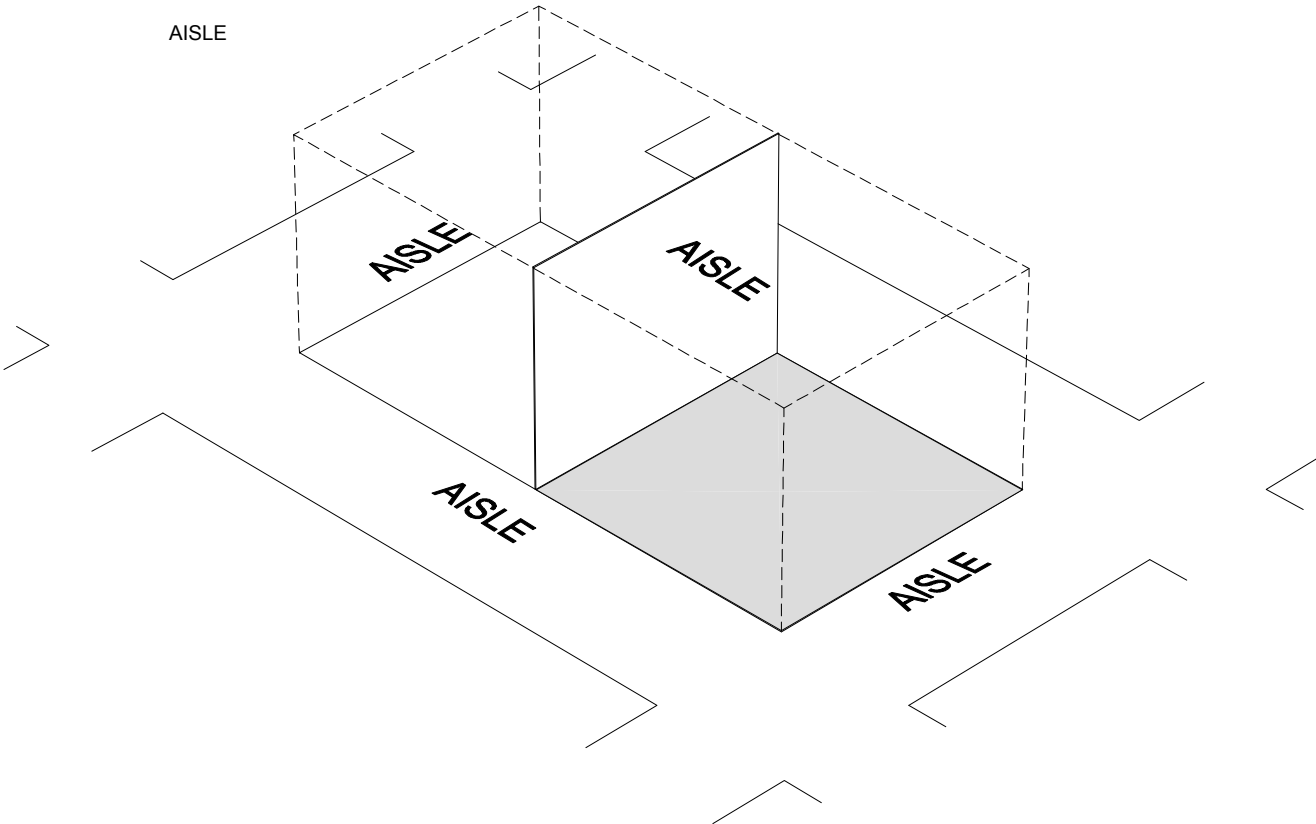
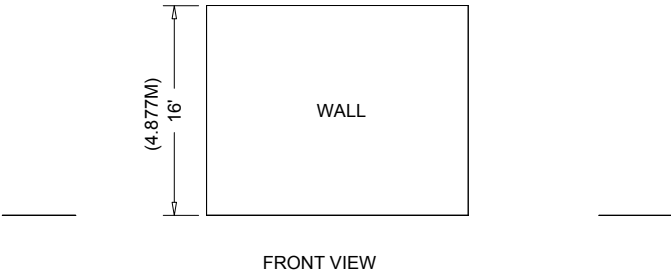
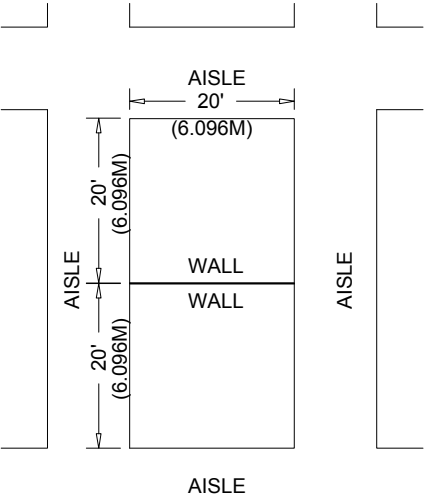
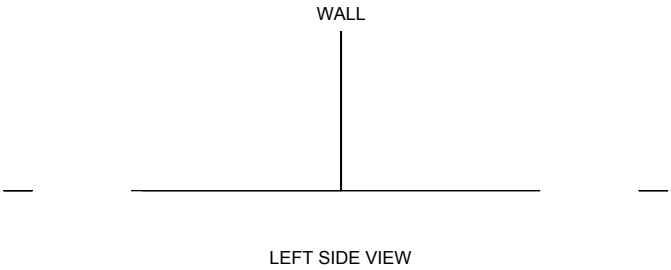
Be advised that Island Booths configured with solid walls around the perimeter higher than 8' may potentially obstruct the line of sight of neighboring booths. When designing Island Booths, exhibitors are asked to consider allowing for at least 20% visibility on structures/walls above 4' tall on all four sides. Exhibitor may use plexiglass or similar see-through material to create taller structures/walls that will allow for line of sight above 4'.



ISLAND BOOTH

# Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. The maximum height allowance is 20ft (6.10m), including signage. The entire cubic content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.



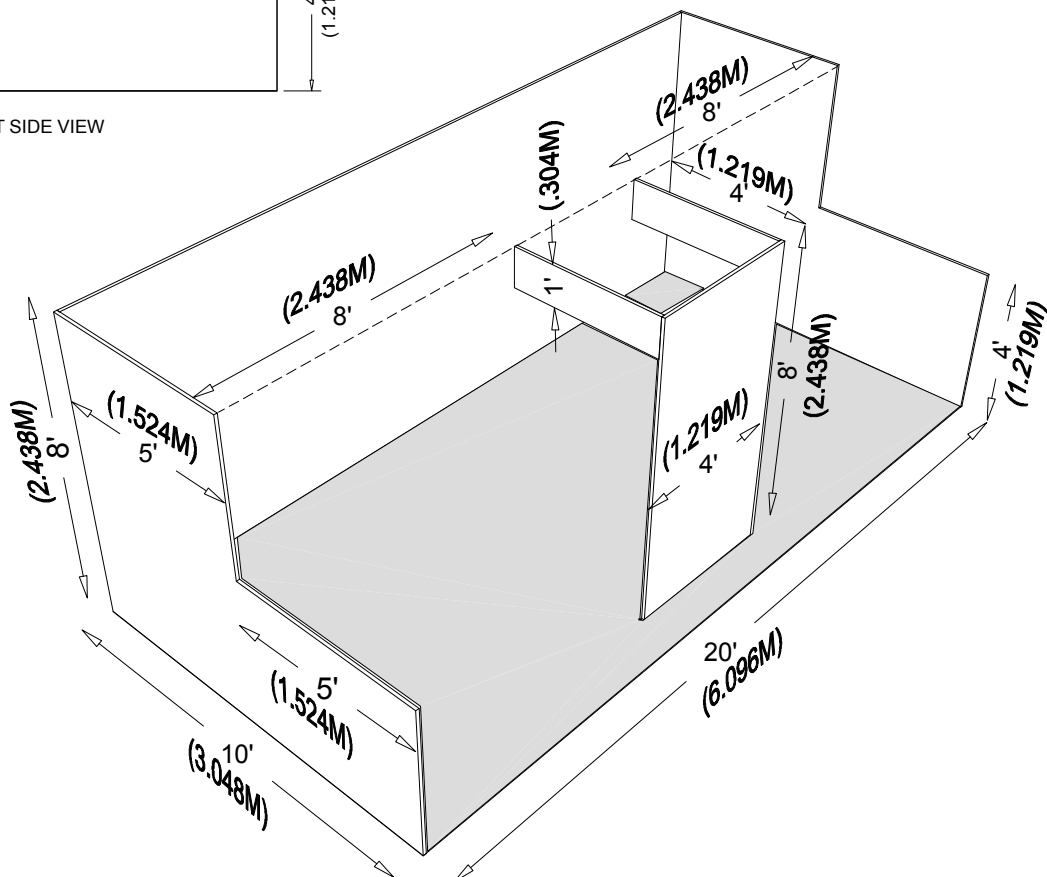
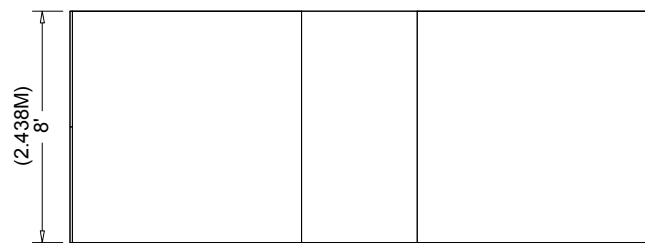
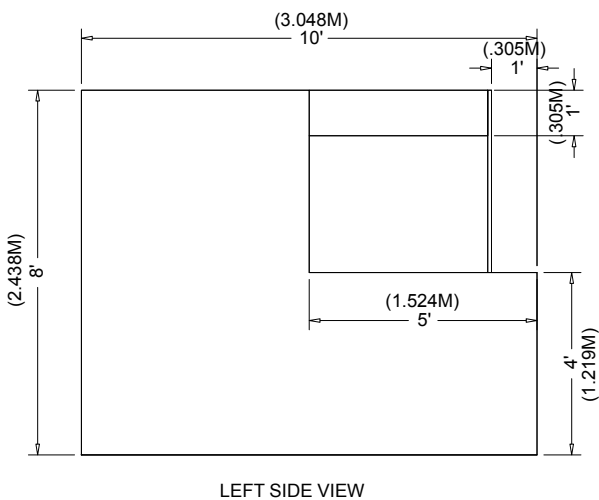
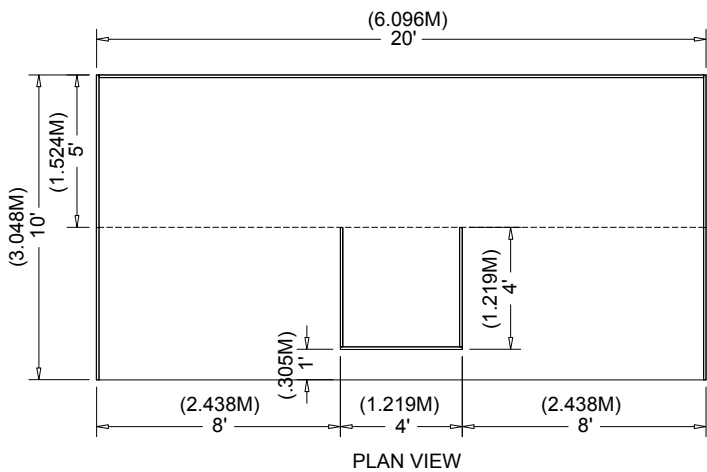
SPLIT ISLAND BOOTH

# Extended Header Booth 20ft (6.10m) or Longer

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.

## Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.



10' X 20' EXTENDED HEADER BOOTH