

ISLAND BOOTH

DEFINITION

Exhibit with one or more display levels in four or more standard units with aisles on all four sides

Visual Openings

All island booths must have ample sightlines to assure adjacent exhibits are visually accessible. Total visual opening from all directions of your booth needs to have at least a 25% visual opening from top to bottom.

Intent

To avoid the potential of Island Booth structures blocking sightlines of adjacent exhibits. To achieve this objective all final floor plan designs must be approved by CHC exhibit staff.

Height

Exhibit structures will be permitted to a maximum height of 12'0".

Intent

When an island booth exceeds 8'3", it does not interfere with other exhibitors because it obviously does not back up against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. The 12' maximum height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest with each negating the other's efforts.

Depth

Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted. **Exception:** See Visual Opening rule above.

Demonstrations:

Any equipment that is showing a demonstration from your booth, must be set back into your booth at least 5' off of any aisle.

Intent

Demonstration pieces that are placed around the perimeter of your booth will attract people. The 5' inset is put into place to avoid congestion in the aisle.

Last minute changes to your booth can be costly. CHC would like to provide guidance during your booth design process to ensure that all rules and regulations are met and that your company does not incur any charges for last minute changes.

Please contact Mary Sheridan at 703-562-8877 or msheridan@pchalliance.org with any questions.

Please submit your island booth floor plans for approval before **September 10** to msheridan@pchalliance.org

IMPORTANT: You **MUST** submit a floor plan to scale with heights/width indicated on each to CHC. Please email to msheridan@pchalliance.org no later than **September 10**.