

THE EMERALD CONFERENCE

Produced by MJBizScience

Exhibit and Signage Rules for In-line Booths

To ensure a successful show for all exhibitors at **The Emerald Conference**, please familiarize your team with these important exhibit and signage rules. 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.
- Signs, flags, and banners, are NOT permitted in any in-line booth, and will not be allowed.
- Pop up tents will not be allowed. They will be taken down at the exhibitor's expense.
- 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 4 feet.

Please refer to the ESM for additional information.