

DESIGN SPECIFICATIONS | HEIGHT RESTRICTIONS

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Cubic Content Display Regulations

To allow booth designs that best suits this industry, Switchback will follow the cubic content rule for trade events allowing exhibitors to make maximum use of their booth space. **Cubic Content** refers to the dimensions of your purchased space including walls, decorations and any other fixtures. Under the cubic content rule, each exhibitor may build up to the maximum allowable height of that particular booth type within the entire cubic content of the exhibit space.

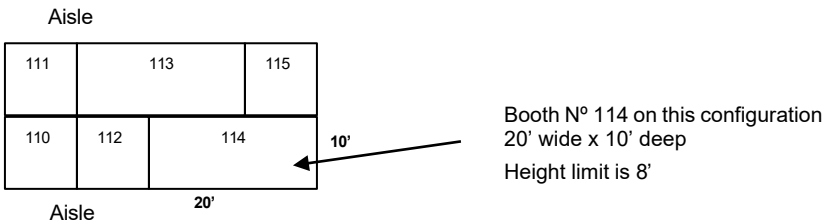
BOOTHS OPEN ON 1 OR 2 SIDES | INLINE BOOTHS

Inline booths have only 1 or 2 sides open to an aisle and are generally in a series along a straight line.

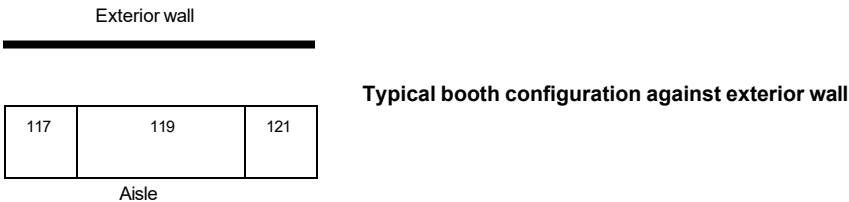
Inline booths may build up to 8 feet from the exhibit floor within the entire booth space.

Due to their size, booths smaller than 20'x20' with 3 or 4 sides open to an aisle are regarded as inline booths with a 8 feet maximum height allowance.

Please note: hanging signs are not permitted over inline booths



BOOTHS AGAINST THE EXTERIOR WALLS | PERIMETER BOOTHS



Perimeter booths are inline booths located on the outer exterior wall of the exhibit floor.

Perimeter booths may build up to 15 feet from the exhibit floor within the entire booth space.

Please remember, storage behind booths or use of any area outside of paid booth space is strictly prohibited. Areas behind booths should be kept clear of debris, tools, equipment, products or any other materials.

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BOOTHS OPEN ON 3 SIDES | PENINSULA BOOTHS

Peninsula booths are open to aisles on 3 sides and are 20'x20' or larger.

Peninsula booths may build up to 15 feet from the exhibit floor within the entire booth space.

Be sure to note that the maximum height should be measured from the floor to the top of any hanging signs or truss.

Please note that all graphics that face directly into a neighboring booth must be positioned at least 5 feet away from said booth. Backwalls must also be finished or draped.

BOOTHS OPEN ON 4 SIDES | ISLAND BOOTHS

Island booths are open to aisles on all 4 sides and are 20'x20' or larger.

Island booths may build up to 15 feet from the exhibit floor within the entire booth space.

Be sure to note that the maximum height should be measured from the floor to the top of any hanging signs or truss.

Booths smaller than 20'x20' with 4 sides open to aisles are regarded as inline booths with a 8' maximum height allowance

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DESIGN REGULATIONS FOR ALL BOOTHS

Booth Design Approval

All exhibitors must submit the Booth Approval Form with their layout and contractor information (if applicable).

Covered structures and Tents

Displays with any type of cover or tent exhibits are subject to additional fire & safety regulations as outlined in the Fire Regulations and Event Regulations.

Exhibit Display Walls

All backwalls and sidewalls must be finished or draped, no loose wire or any obstruction may be seen or Event Management, at the exhibitor's expense, will drape them. See-through back walls or displays that do not cover the back wall entirely will not suffice. Pop-up displays must be positioned so that the back-metal framing is not visible - if positioned so, metal framing must be covered. The backside of walls (the common border facing a neighboring booth) must be devoid of copy, logos or other graphics, so as not to be an eyesore to neighboring booths or appear as part of their display. Reminder: the back-drape provided for booths is 8' high and the side-drape is 3' high.

Floor Covering

Exhibitors' booth spaces will have existing hotel carpet or concrete depending on location on the floor. Exhibitors wishing to enhance the appearance of their booth may bring their own floor covering or order rental carpet through Freeman. No adhesive clings allowed.

Fire Regulations

All materials used in display construction or decorating, especially booths utilizing tents and banner flags, should be made of fire-retardant materials and be certified as flame retardant. Please refer to the Gaylord Opryland Fire Regulations.

Banner Flags/Tents/Lighting

No lighting, lighting fixtures, banner flags, canopies, tents, or tent structures are allowed outside the boundaries of the exhibit space and must comply with the maximum height regulation corresponding to the booth type. Banner flags must be displayed within the perimeter of the booth space.

Hanging Signs

Hanging signs must comply with the display height regulations. This includes all hanging or suspended material such as banners, etc. The top of the sign (or other material) may not exceed the height limitation specific to your type of booth. Hanging signs and graphics should be set back 5' from adjacent booths. Hanging signs are not permitted over inline booths.

Graphics Facing Neighboring Booths

All graphics that face directly into a neighboring booth must be positioned at least 5 feet away from said booth. This includes graphics on tents or canopies. Graphics found on-site to be infringing upon the 5' rule will be required to be covered up at the expense of the exhibitor.

Operating Your Exhibit & Sound Limitation

All audio and music should be kept to a background noise level. All speakers must be turned facing into your booth space, not into the aisles or adjacent booths. Any presentations, speakers, receptions, or audio should be kept at a level so as not to hinder your neighbor's ability to conduct business. Event Management reserves the right to shut down any music and/or receptions that exceed regulations or if complaints are received.

Promotion of Other Events

Literature, videos, or graphics promoting other events is strictly prohibited.