

Exhibit Booth Parameters

Linear booth/In-line booth

Linear booths have one side exposed to an aisle as shown at right and are generally arranged in a series along a straight line. They are sometimes referred to as in-line booths. Linear booths are 10 feet wide and 10 feet deep. Back wall height 8 feet and side wall height is 3 feet. A Perimeter booth is simply a Linear booth that backs to a wall of the exhibit facility rather than to another exhibit. All guidelines for Linear booths apply to Perimeter Booths except that the maximum backwall height is 12 feet.

(Metric measurement: 3.05m x 3.5m {2.44m backwall & .91m sidewall})

Linear booth/In-line booth

201	302
203	304
205	306

Corner booth

A Corner booth is a Linear booth exposed to aisles on two sides. See Linear booth/In-line booth for a full description and guidelines on use of space.

Corner booth

Back Wall

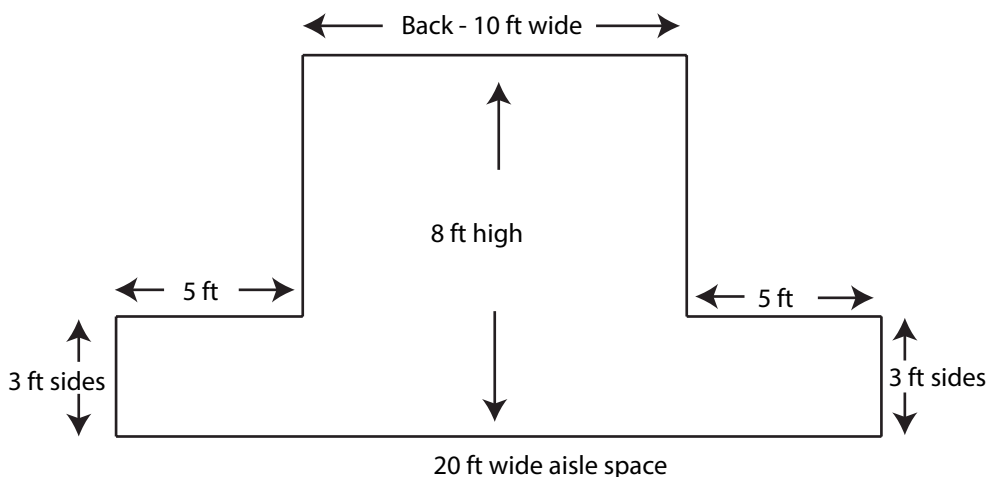
803	902
805	904
807	906

End-cap booth

An End-cap booth is two Linear booths side by side with aisles on three sides. End-cap booths are generally 10 feet deep by 20 feet wide (Metric measurements: 3.05m x 6.10m). Use of space: the maximum backwall height of 8 feet is allowed only in the center 10 foot portion of the rear of the booth space. The remaining side walls are restricted to 3 feet high within 5 feet of each aisle, permitting adequate line of sight for the adjoining booths.

End-cap booth

943	1044
945	1046





Peninsula Booth

A Peninsula booth consists of four or more Linear booths and is exposed to an aisle on three sides. Peninsula booths can back onto Linear booths or onto another Peninsula booth. Two Peninsula booths back to back are commonly referred to as a Split Island booth.

Peninsula booth dimensions depend on the number of total booths in the block. See End-cap booth for restrictions on use of space.

Split Island Booth

A Split Island booth is a Peninsula booth which shares its back wall with another Peninsula booth. A full back wall will be placed between Split Island booths to allow both exhibitors maximum use of space.

Island Booth

An Island booth is any size booth exposed to aisles on all four sides. The size of an Island booth is typically 20ft x 20ft (Metric measurement: 6.10m x 6.10m) or larger, although it may be configured differently. The entire cubic content of the space may be used up to the maximum allowable height of 12 feet (3.66m). Full wall placement is subject to approval by Show Management.

Height Restriction (Peninsula, Split Island and Island Booths):

Twelve feet (12ft) for any one element within the space, which does not block the line of sight to neighbouring booths. An allowance may be made by Show Management based on location, sight lines and elements under consideration. All approvals are at the full discretion of Show Management. Please note: allowance requests above 14 feet will not be considered for booths in the front rows of the show.

APPROVAL OF BOOTH DESIGN

All booths 10 feet deep x 20 feet wide and larger must supply Show Management with a schematic drawing and full description of booth layout for approval. Deadline: April 8, 2018. Send documentation to Tina Plett via email: tplett@kwpetexpo.com.

EXHIBITOR RESPONSIBILITY

As an Exhibitor at the 2018 Pet Expo it is your responsibility to ensure that your booth is designed to meet the parameters outlined in this document.

Peninsula Booth

199	300
201	302
203	304
205	306
207	308

Split Island Booth

201	302
203	304
205	306
207	308

Island Booth

943	1044
945	1046