

## Use of Space Guidelines

### Guidelines apply to all booths at Atlanta Pet Fair & Conference

**Cubic Content Definition:** Using the perimeter lines of a booth as a guide, the exhibitor may install a booth up to these lines and utilize all the volume of space within these lines up to the maximum height permitted depending on the type of booth.

- Linear and corner booths have a maximum height of 8 ft including any product, signage and/or booth component.
- Perimeter booths along the wall have a maximum height of 12 ft including any product, signage and/or booth component.
- All exhibit components along with the sidewalls and back wall extending above pipe and drape must be completely finished, painted, and with no exposed wires or framing visible.
- Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.
- Banner Flags are allowed but may not exceed 12ft in height.
- Hanging banners or signs above booths are reserved for island booths that are 400 sq. ft and larger. Signage for any In-Line, End-cap or Peninsula Booths may not exceed 8'. Hanging banners for any non-island booths are not allowed.
- Canopies/awnings will only be allowed with show management pre-approval. If you feel you need a canopy in order to display your product you must obtain approval. Without prior approval your canopy or awning will not be allowed on show site. Please call James Keyston at (800) 999-7295 for approval.
- Storage of any crates, cartons, boxes or other show materials within or behind your booth is strictly prohibited.
- Violators of fire codes are subject to fines and confiscation of materials. Cartons may not be stored behind curtains or in your booth.
- A vehicle in your booth is allowed but must meet the Fire Marshal requirements. You must return the [Vehicle Placement Order Form](#) in the GES portion of the Exhibitor Service Kit. Booth displays or product may not be brought into the show hall inside your vehicle. If your vehicle does arrive with your booth or product inside, it will be unloaded and charged as drayage.

(IAEE, 2014)