



International Reading Association Annual Convention Booth Design Guidelines and Regulations

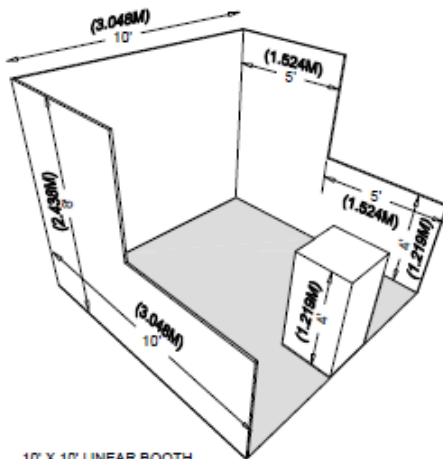
Exhibits must be arranged so as to not obstruct the general view or hide the exhibits of others. All booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations listed below as well as what is contained in the Exhibitor Service Manual that will be provided to confirmed exhibitors approximately four months prior to the show dates.

Booth design layouts for booths 400 s/f and larger must be approved by the International Reading Association and must be drawn to scale as well as include dimensions of booth fixtures for approval. Please submit your booth designs for approval **no later than March 9, 2012** to Clavel Jones, Exhibits Sales Coordinator, International Reading Association, via e-mail cjones@reading.org or fax 302-861-3768. Failure to submit your booth design for approval will result in the retention of your booth freight and exhibit staff badges.

Booth designs permitted at the International Reading Association Convention:

Island Booths are defined as a 20'x20' booth or larger with aisles on all four sides.

Island booths are limited to a maximum height restriction of 24'. This includes booth components and hanging signage, but excludes the truss and rigging hardware required for signage and lighting. A 5' access way into the booth must be accommodated from all sides. Booth components higher than 8' 3" above the floor must not exceed 75% of the booth's dimensions on each aisle. This is to ensure a minimum transparency of 25% throughout the booth so that the line of sight for surrounding booths is maintained.



10' X 10' LINEAR BOOTH

Linear/In-Line Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called in-line booths. Hanging signs and canopies are not allowed for this booth type.

Regardless of the number of linear booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8' 3" is allowed only in the rear half of the booth space, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. When three or more linear booths are used in combination as a single exhibit space, a 4' height limitation is applied only to that portion of the exhibit space which is within 10' of an adjoining booth.

Corner Booth is a linear booth exposed to aisles on two sides. Hanging signs and canopies are not allowed for this booth type.

Perimeter Booth is a linear booth that backs up to a perimeter wall of the exhibit facility rather than another exhibit. All guidelines for linear booths apply to perimeter booths except that the maximum back wall height is 12'. Hanging signs are permitted for this booth type.

Booth designs not permitted:

Peninsula Booth is a minimum 20'x20' in size, exposed to aisles on three sides and backs up to linear booths or another peninsula booth. *This type of booth requires back wall design to allow adequate line of sight for adjacent booths and is **not** permitted at IRA Conventions.*

End Cap Booth is two linear booths combined, exposed to aisles on three sides and backs up to other linear booths. *This type of booth requires specific back wall design to allow adequate line of sight for adjacent booths and is **not** permitted at IRA Conventions.*