



Booth Space & Build Overview

What to expect and how to prepare your reserved exhibit space at the ASHG Annual Meeting

With minor variations, ASHG follows the [IAEE Guidelines for Display Rules and Regulations, 2019 North American Update](#). Please refer to this year's Exhibitor Rules and Regulations for full ASHG guidelines and enforceable policies.

Questions?
Exhibits@ashg.org

Updated February 2024

Table of Contents

- General Booth Space Overview
 - What's Included and What's Not
 - Build Guidelines and Line of Sight
 - Approved Inline Booth Examples
 - Rejected Inline Booth Examples
- Specialty Pavilions & Booth Packages
 - New Exhibitor Pavilion
 - Nonprofit & Advocacy Pavilion
 - Career Fair
- Exposed or Unfinished Corner Booth Sides
(For standard and specialty pavilion corner booths)

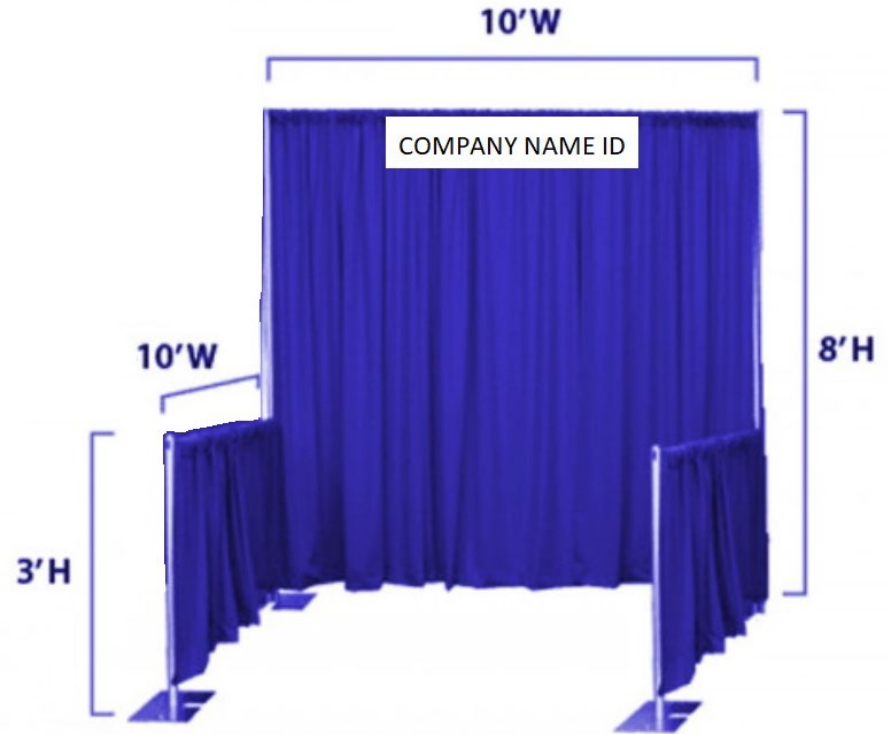
Table of Contents

- [Island Booth Build Guidelines](#)
 - Island Booth Overview
 - Mandatory Drawings Submission
 - Use of Space
 - Setbacks & Line of Sight
- [Booth Build & Service Ordering FAQs](#)
 - General Booths
 - Specialty Pavilions and Booth Packages
 - Island Booths

General Booth Space Overview

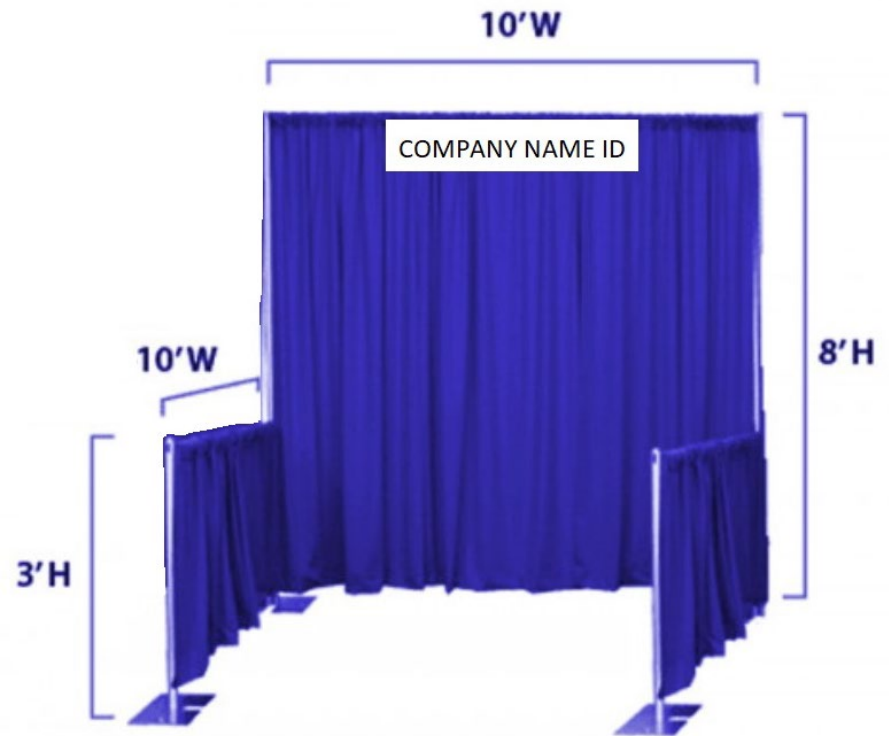
What's Included and What's Not

- All booths come **empty** other than the pipe and drape surrounding the space and your company ID sign
 - No furniture
 - No hard walls
 - No electrical
 - No flooring (usually exposed concrete)
 - Pipe and drape installed in show colors only (colors vary each year)



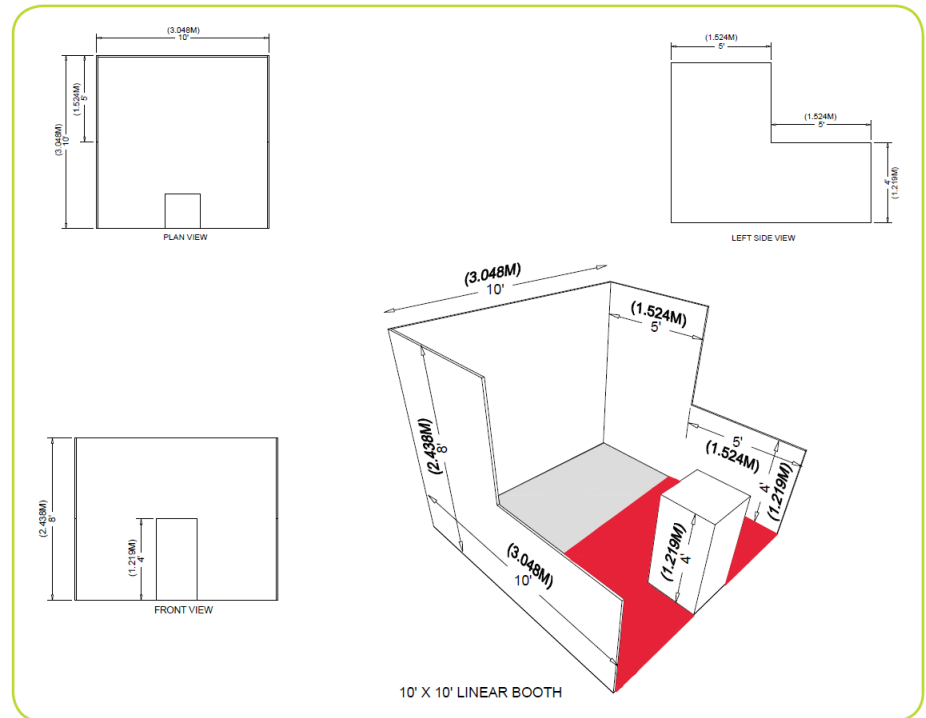
What's Included and What's Not

- Exhibitors must order or bring all display material separately
- Exhibitors must order all services (i.e., electricity, lead retrieval, etc.)
 - There are no furniture packages for standard booths, everything is ordered separately / a la carte
 - Only specialty pavilions include furniture (see "Specialty Pavilions" section)
- Exhibitors must cover the full floor area of their booth (using carpet, vinyl flooring, etc.)



Build Guidelines and Line of Sight

- All display fixtures must be 8 feet / 8' tall or shorter
 - This includes walls, lights, flags, graphics, etc. – **nothing may stand out higher than 8'**
 - No hanging signs (island booths only)
- All display fixtures and accessories taller than 4' high must stay in the back 5' of your booth (black box in example below)
- In the first 5' of your booth from the front line/aisle, all display fixtures and accessories must be 4' tall or shorter



Max height in back half of booth is 8 feet / 8'

Display material in the front 5' of booth space must not exceed 4' in height

****Nothing more than 4' tall permitted in the red area!****

Approved Inline Booth Examples

Single Booths, Inline and Corner



Approved Inline Booth Examples

Multiple Inline Booths



Approved Inline Booth Examples

Multiple Inline Booths



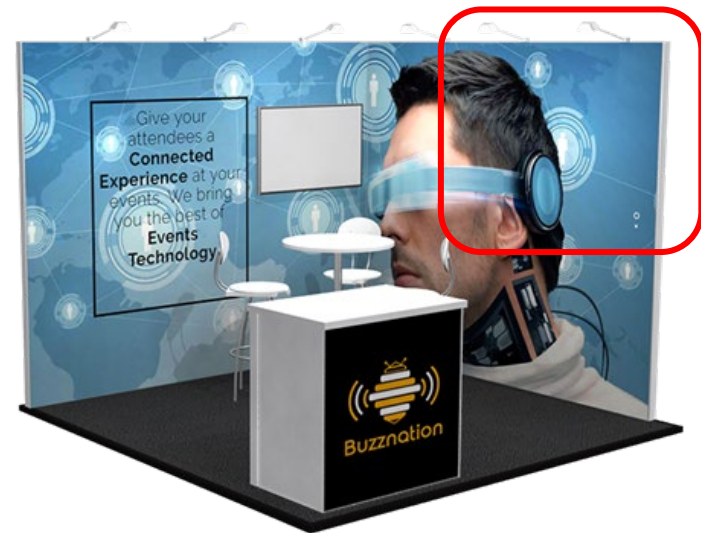
Rejected Inline Booth Examples

Display Fixture is Too Tall



The top attachment on the back wall is more than 8' tall. Height boosters on back walls are not permitted.

Line of Sight Problem



The side wall is more than 4' tall in the front half of the booth and blocks the view to the next booth.

Rejected Inline Booth Examples



Display Fixtures are Too Tall in Front and Back



The top attachments on the back wall are more than 8' tall, and the curved walls in the front 5' of the booth are taller than 4'.

Product Display is Too Far Forward



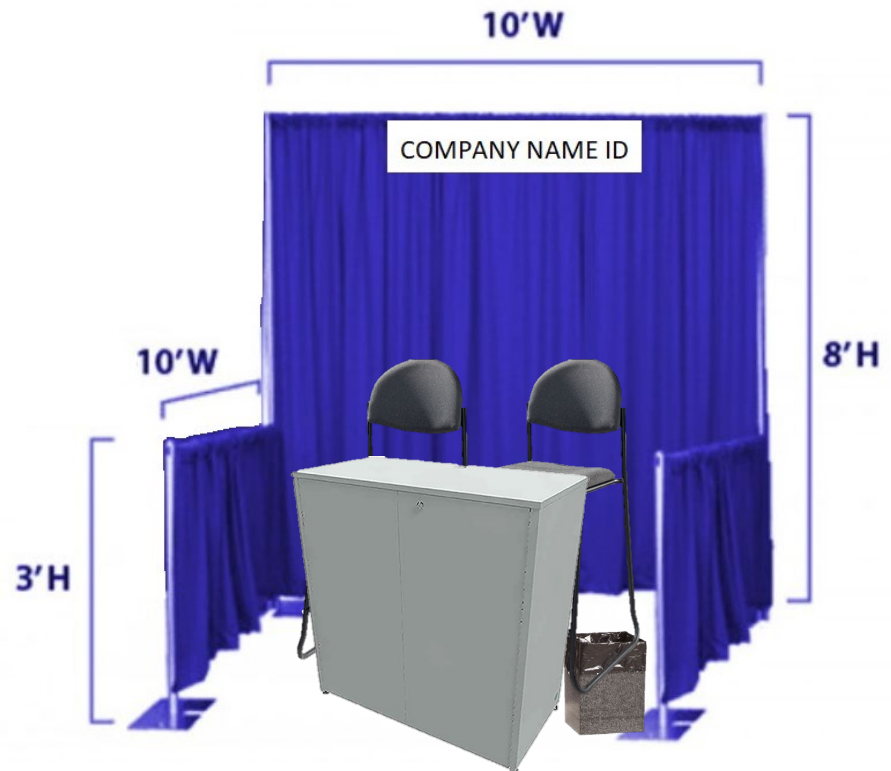
The product tower is more than 4' tall, it must sit at least 5' back from the front edge of the booth.

Specialty Pavilions & Booth Packages

New Exhibitor Pavilion

Only booths in specialty pavilions include furnishing packages, these are automatically ordered for you

- Cabinet with full color logo on front
 - 1M L x .5M W x 1M H
- Counter-height stool x 2
- Wastebasket
- Carpet in show-designated color (padding not included)



Examples only. Exact furniture style and carpet color to be determined each year by the show's official services contractor (OSC). Please refer to this year's ESM for details.

Nonprofit & Advocacy Pavilion

Only booths in specialty pavilions include furnishing packages, these are automatically ordered for you

- Draped Table
 - 6' L x 24" W x 30" H
 - Drape in show-designated color
- Chair x 2
- Wastebasket
- Carpet in show-designated color (padding not included)



Examples only. Exact furniture style and carpet color to be determined each year by the show's official services contractor (OSC). Please refer to this year's ESM for details.

Career Fair*

Only booths in specialty pavilions include furnishing packages, these are automatically ordered for you – career fair booths are 6' x 10'

*Career Fair pavilions are not guaranteed for every meeting. Contact exhibits@ashg.org for details.



Wastebasket



Show Carpet



Draped Table
4' L x 24" W x 30" H



Black Diamond Chair x 2
23" L x 21" W x 32" H

Examples only. Exact furniture style and carpet color to be determined each year by the show's official services contractor (OSC). Please refer to this year's ESM for details.

Exposed or Unfinished Corner Booth Sides

Exposed or Unfinished Corner Booth Sides

- Exposed or unfinished sides of corner booths must be either be draped/covered or be clear of trash, boxes, and other items to present an attractive appearance
- If not, ASHG will instruct the OSC to provide any draping in show colors deemed necessary and the exhibitor will be responsible for all additional charges, including labor fees
- *Do your part to create a tidy, welcoming, and professional exhibit hall!*

Approved Corner Booth Sides Examples

Corner Booth Do:

Vertical sign blocking line of sight behind booth in back half of booth



Corner Booth Do:

Clean area behind booth on left, drape on right



Unacceptable Corner Booth Sides Examples



These exhibitors would be **billed** for adding extra draping to their booth ends

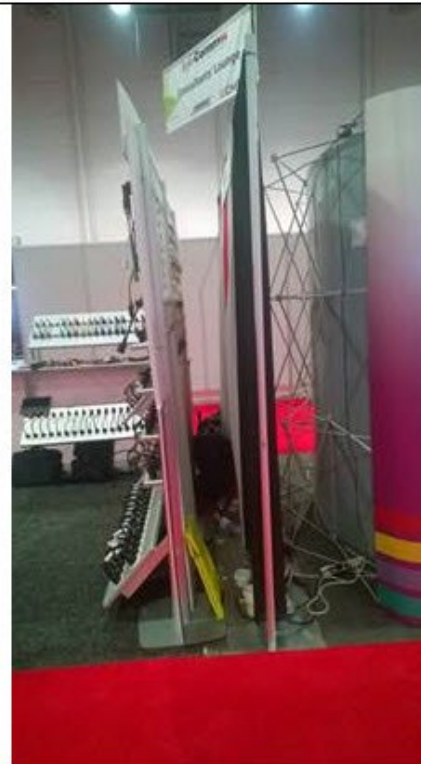
Corner Booth Don't:

Visible boxes and storage behind booth



Corner Booth Don't:

Luggage and trash behind booth



Island Booth Build Guidelines

For 20' x 20' booths and larger only

Island Booth Overview

- Island booths start at 20' x 20' in size (4 regular booths together) and have aisles on all four sides
- All island booths come **empty**, with no pipe and drape or signage
 - No furniture
 - No hard walls
 - No electrical
 - No flooring (usually exposed concrete)
- Only island booths may install hanging signs or 2-story (a.k.a. “double-decker”) displays
 - 2-story booths must also meet local fire code and build guidelines; check this year’s Annual Meeting website for info

Mandatory Drawings Submission

- Island exhibitors must submit booth drawings / layouts to ASHG for review and approval BEFORE installing their display onsite
 - ***No Approval = No Install!***
- Drawings must include the following:
 - Booth dimensions and orientation (which sides are facing which neighboring booths)
 - Dimensions of all items taller than 4' high
 - Clear labels identifying all structures in booth
 - Dimensions and hang height of all hanging signs
 - Hanging signs may not be installed higher than 20' at the very top of the sign
 - All measurements shown in feet and inches

Use of Space

Most of the cubic content of the space may be used while observing the following requirements

- Structures may extend up to, but not exceed, 20' in height (including hanging signs)
- Structures may not extend into or hang over the surrounding aisles
- Your booth space must be large enough to accommodate all activities, including demonstrations and wait lines/queues
 - Demonstration areas may not be on or close to the aisle line
- Hanging Signs
 - May not block ASHG signage or extend beyond the booth's footprint
 - May reach up to 20' from the floor to the top-most point of the sign
 - Must be installed by the approved onsite rigging company (see this year's Annual Meeting website for the list of exclusive vendors)
- Height restrictions in the hall may mean your location has different requirements – check with the OSC!

Setbacks & Line of Sight

- Sufficient, or 50%, see-through or walk-through area must be provided for the first 8' in height, so as not to block the view of adjacent exhibits.
- This means:
 - All structures standing 4' tall or higher must be set back at least 2' from each booth edge/perimeter
 - Booths with ample see-through area may request permission to set tall items no closer than 1' from each booth edge

Booth Build & Service Ordering FAQs

General Booth Spaces

- When can I start building my booth and bringing my stuff into the Exhibit Hall, and when do I need to finish?
 - Generally, ASHG exhibitors can move in two days before the Exhibit Hall opens, starting at 12:00 pm, and booths must be show ready by 5:00 pm the day before the Exhibit Hall opens.
 - If you need more time in the evenings, you must get after-hours work approval from the OSC at the onsite service desk.
 - Check this year's Annual Meeting website for exact days and times.
- Can I use any service vendor I want for my booth?
 - Some services can be provided by your vendor of choice (such as labor for installation and dismantle), but some services are exclusive, meaning they can only be provided by the official designated vendor (such as rigging, catering, etc.).
 - Check the ASHG website / exhibitor rules and regulations for this year's list of exclusive vendors.

General Booth Spaces

- Do I need to order electricity or other services?
 - Yes, all services must be purchased separately.
- Does carpet from the OSC come with padding?
 - Unless they explicitly offer them as a package, padding must always be purchased separately.
- Will corner booths have side drape installed on both sides?
 - Corner booths will only have side drape installed on the side in contact with another booth.
- How big is the company ID sign, and can I add a graphic?
 - Company ID signs are 7" tall x 44" wide and will include a single line of text with the exhibiting company's name exactly as it is entered in your contract.
 - These are text only (no graphics).

Specialty Pavilions and Booth Packages

These guidelines are in addition to the regular Booth Space and Ordering FAQs

- Do I need to order the packages with the OSC?
 - No, they are automatically added to your booth for you and delivered/installed onsite.
- Can I use my own graphics (like a back wall or pop-up banner) in addition to the furniture package?
 - Yes! These must still meet ASHG's booth build requirements.
- Can I use my own furniture and carpet instead?
 - Yes! You must inform the OSC that you decline / do not want the booth package included with your booth.
- Can I substitute the furniture or carpet in my booth package for something else?
 - These packages come as-is, there are no substitutions, swaps, or trade-outs.
 - Any other furnishings must be purchased separately.

Specialty Pavilions and Booth Packages

These guidelines are in addition to the regular Booth Space and Ordering FAQs

- Do any packages come with electricity or other services?
 - No, all other services must be purchased separately.
- Can I use another graphic on my New Exhibitor Pavilion counter instead of my company logo?
 - Only your color logo is included in the package. Other graphics may be purchased separately.
- Can I add a graphic to the table drape with the Career Fair or Nonprofit/Advocacy booth package?
 - No, you would need to order a separate tablecloth/drape.

Island Booth Spaces

These guidelines are in addition to the regular Booth Space and Ordering FAQs

- Can I have more time to install my island booth?
 - Island booths must request an early move-in with the OSC and ASHG directly.
 - If you need more time in the evenings, you must get after-hours approval from the OSC at the onsite service desk.
- Can I have a solid wall taller than 4' high covering half or more of any side / edge of my booth?
 - No.



Thank You

Questions?

Exhibits@ashg.org