

# Exhibit Design Regulations

The American Truck Dealer Association, a division of National Automobile Dealers Association, has developed these Exhibit Design Regulations in accordance with the guidelines set forth by the International Association of Exhibition & Events, in order to provide a fair and consistent environment for all participating exhibitors. It is the primary goal of ATD to have an attractive and successful event for all, and for all exhibitors to have the opportunity to present products and/or services in the most effective manner possible. Each exhibitor is entitled to reasonable sight lines from the aisle regardless of the size of exhibit. By signing the Exhibit Space Application & Contract, ATD expects each exhibitor to be in full compliance with these regulations, and reserves the right to enforce any of the guidelines outlined in the following document.

**Please be sure to pass along these regulations to your display company, if you have one, before the construction of your booth begins.** It will save your company time and money if you build your booth to be in compliance from the beginning. Large fees can accrue if you are required to alter any unapproved designs onsite.

**Note that ATD does not give variances to the Exhibit Design Regulations.** It is expected that each exhibitor reviews the regulations and is in full compliance. If your company fails to comply, participation at future ATD Shows may be in jeopardy.

	INLINE	PERIMETER
MAXIMUM HEIGHT PERMITTED:	<b>8'</b> FROM FLOOR TO HIGHEST POINT IN BOOTH (See Page 2 for Approved Space)	<b>12'</b> FROM FLOOR TO HIGHEST POINT IN BOOTH (See Page 3 for Approved Space)
REQUIRED TO SUBMIT FLOOR PLAN?	<b>YES</b>	<b>YES</b>
PERMITTED TO HANG SIGN?	<b>NO</b>	<b>NO</b>

# Linear Booth

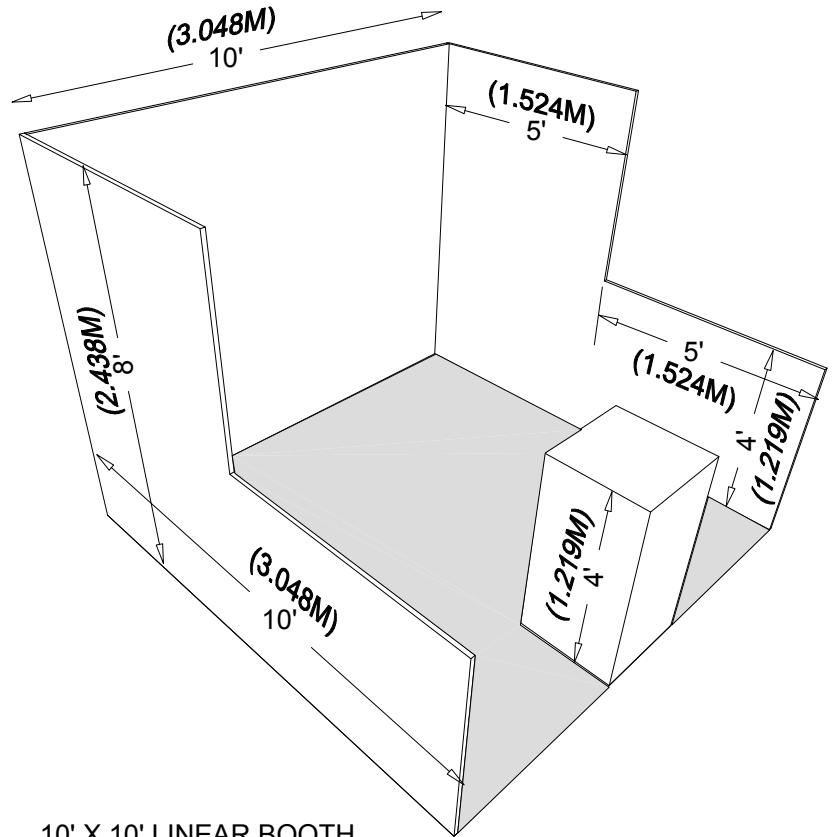
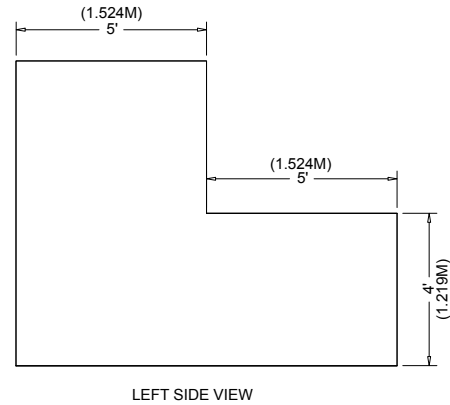
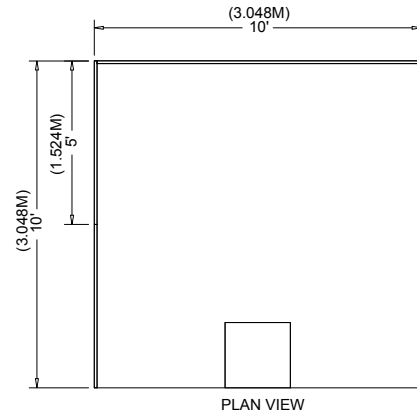
Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

## Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

## Use of Space

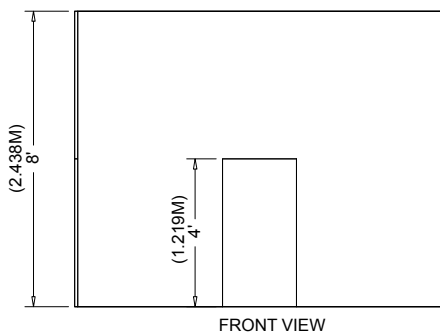
Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. (See Line-of-Sight exception on page 8.) Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



10' X 10' LINEAR BOOTH

# Corner Booth

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.



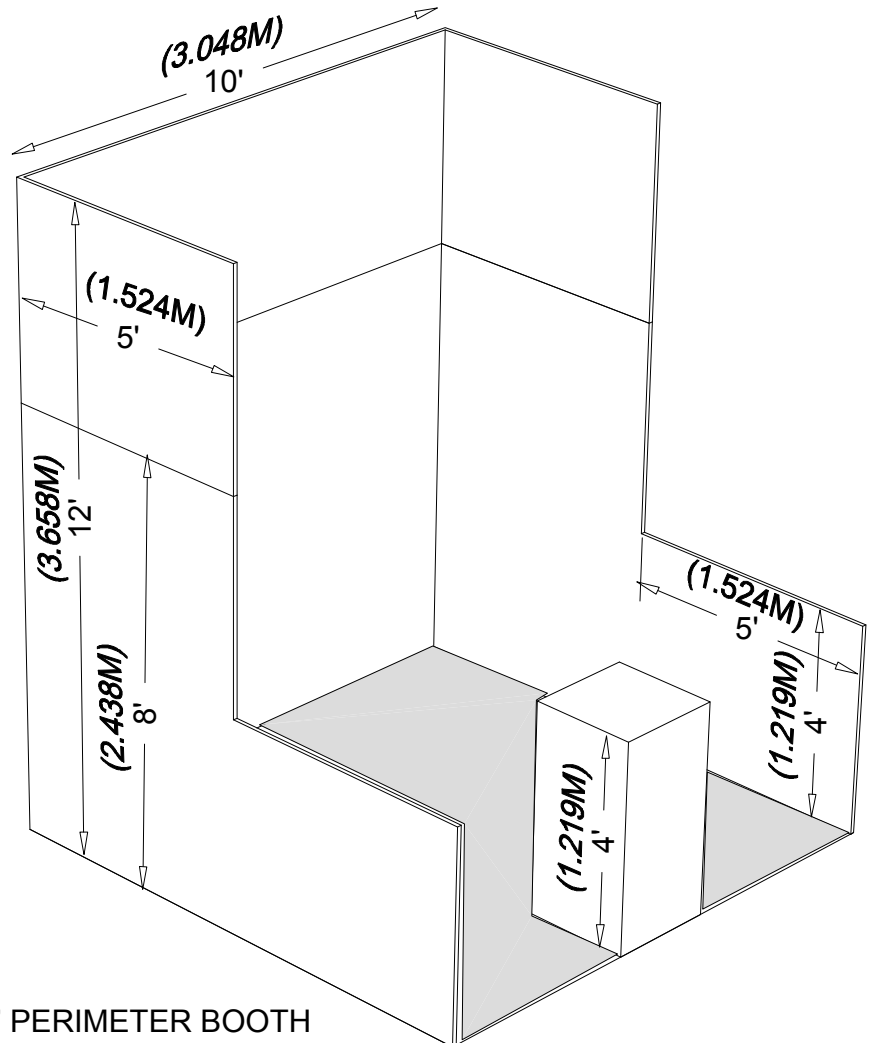
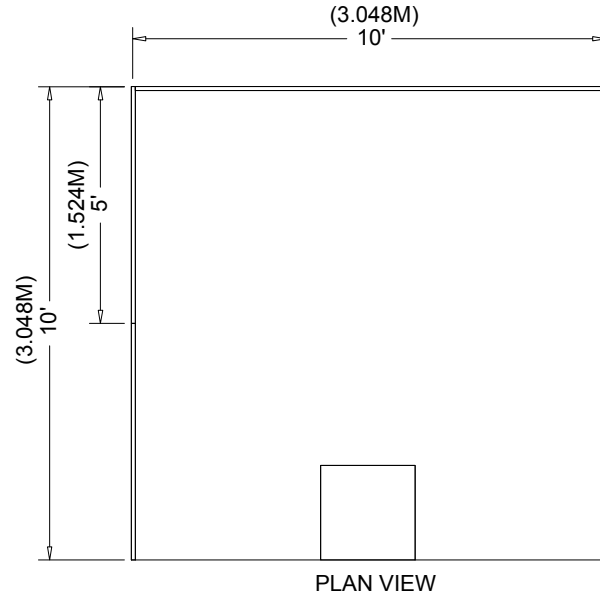
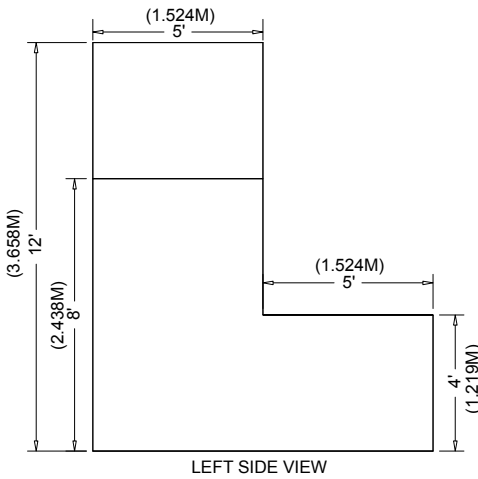
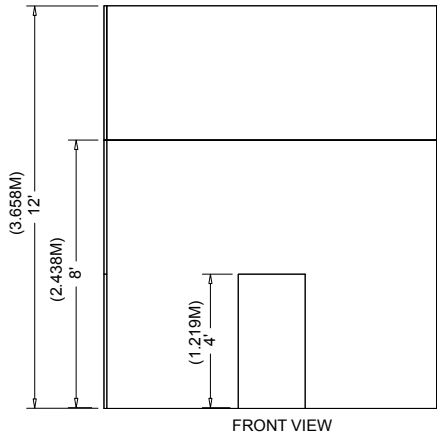
FRONT VIEW

# Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

## Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).

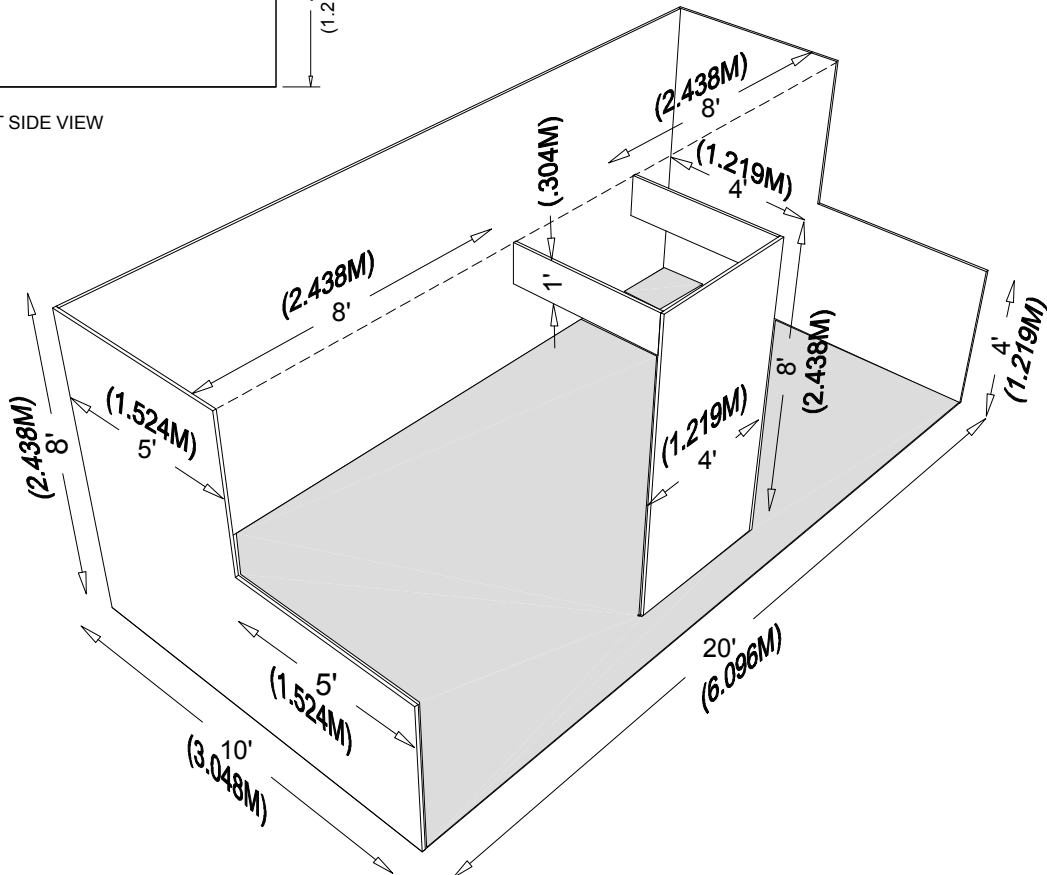
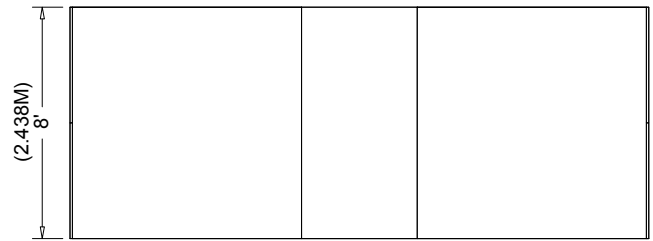
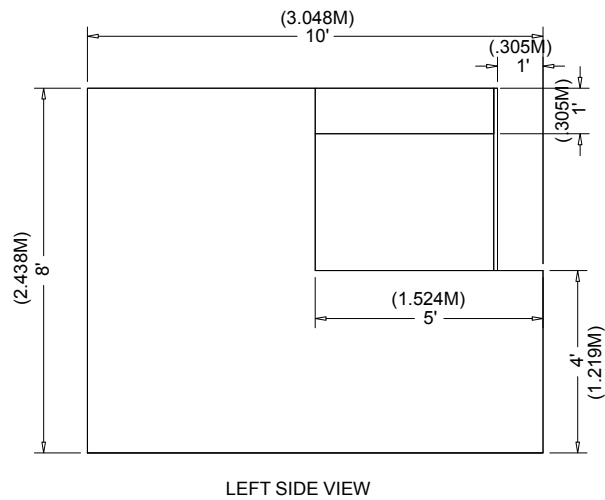
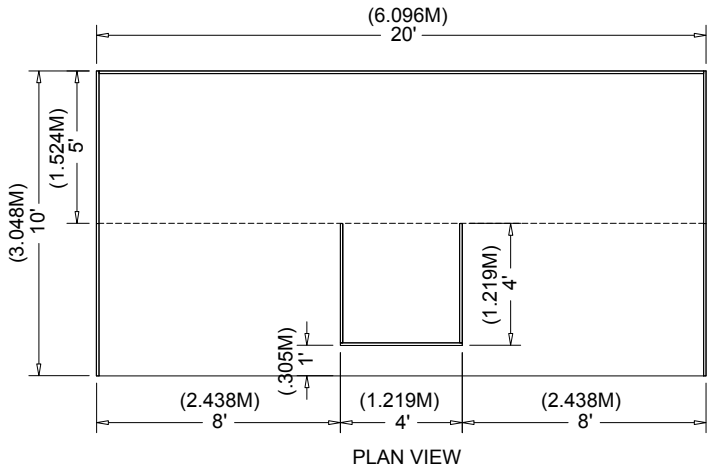


# Extended Header Booth 20ft (6.10m) or Longer

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.

## Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.



10' X 20' EXTENDED HEADER BOOTH