

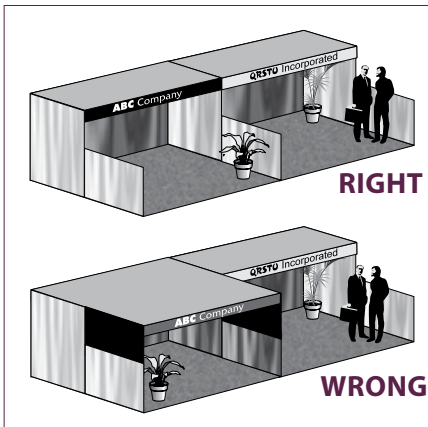
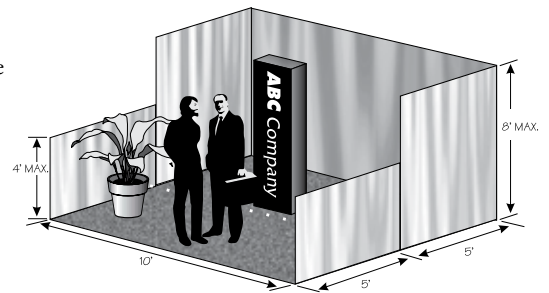
2012 BOOTH CONSTRUCTION REQUIREMENTS

Unified Wine & Grape Symposium
 January 24–26, 2012 (Exhibits: January 25 & 26)
 Sacramento Convention Center, Sacramento, California, USA



A walkthrough will take place by show management on Tuesday, January 24, 2012. Any booths not meeting the Rules and Regulations of the Contract/Application for Exhibit Space by this point in time will be in violation of show standards. A reminder notice stipulating required action will be posted at applicable booths. This includes exceeding booth height and width restrictions as specified on the booth construction diagrams below.

Space dimensions shown on floor plan are from center line of booth equipment such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.



STANDARD BOOTH

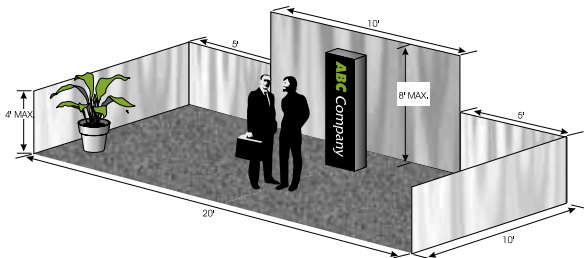
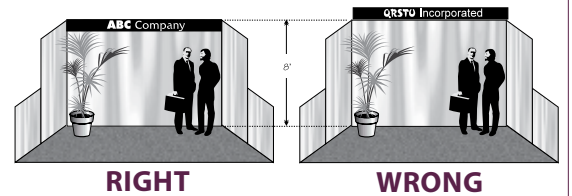
Definition: One or more standard units in a straight line. If over four (4) feet high, to be confined to area within five (5) feet of the backline.

Depth: All display fixtures over four (4) feet in height and placed within ten (10) lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space which is within five (5) feet of the backline.

Intent: Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of his exhibit. Exhibitors with larger space (30 lineal feet or more) should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over four (4) feet and within ten (10) lineal feet of a neighboring exhibit is intended to accomplish both of these aims.

Height: All standard booths will be confined to a maximum height of eight (8) feet.

Intent: Any portion of an exhibit extending above the eight (8) feet of high draped booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.



PENINSULA BOOTH

Definition: Peninsula booths may not exceed the back wall height of eight (8) feet in the center ten (10) feet. Booths may also not exceed the back wall height of four (4) feet in the outer five (5) feet. Peninsula booths are defined as two or more booths on the end of a row of booths.

Intent: Each exhibitor is entitled to a reasonable sight line from the aisles.

ISLAND BOOTH AND LARGE MACHINERY AREAS

Definition: Island booths are a collection of four or more 10 ft. x 10 ft. booths contracted by one exhibitor with 360 degree aisle access. Large Machinery Areas are designed for the use of exhibitors who represent a piece of machinery that would be unable to fit into a standard booth space without violating the booth construction requirements.

The eight (8) foot height limitation does not apply to Island Booths and Large Machinery Areas. Full use of the floor space is permitted; however, any back walls or drapes set along the outer booth perimeter may not be higher than four (4) feet. If you elect to use a more conventional type of booth display in a quad Large Machinery Area, the outer ten (10) feet of the common walls cannot exceed 4 feet in wall height to maintain a sight line. Quad Large Machinery Areas will also have an eight (8) foot high back wall drape placed on the inner ten (10) feet of the common walls. Booth displays must be finished on both sides. The back side must be draped if your booth display is unfinished on the back.

Intent: Island booths are designed to allow for exhibitors to enjoy a greater presence at the show. Large Machinery Areas are designed for exhibitors who would be unable to display their product in standard booths. Please note that Large Machinery Areas are not designed to be used as conventional booth spaces.

Quad Large Machinery Area Drape Example:

