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? Contact Exhibits@ashg.org

Updated April 2023
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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 flooring (usually exposed concrete)
• Pipe and drape installed in show colors only (colors vary each year)
Booth Space Overview
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.)
Booth Space Overview
Build Guidelines and Line of Sight, Inline and Corner Booths

• All display fixtures must be 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

Approved Booth Examples

Single Inline Booths
Approved Booth Examples

Multiple Inline Booths
Approved Booth Examples

Multiple Inline Booths
Rejected 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 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.

- Wastebasket
- Show Carpet
- Cabinet with Logo
  1M L x .5M W x 1M H
- Black Diamond Stool x 2
  22” L x 18” W x 46” H

Examples only. Exact furniture style and carpet color to be determined each year by Freeman.
Specialty Pavilions & Booth Packages: Nonprofit & Advocacy Pavilion

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

Examples only. Exact furniture style and carpet color to be determined each year by Freeman.
Specialty Pavilions & Booth Packages: Career Fair

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

- 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 Freeman.
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 Freeman 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 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 Booth Sides Examples

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

<table>
<thead>
<tr>
<th>Corner Booth Don’t:</th>
<th>Corner Booth Don’t:</th>
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<tbody>
<tr>
<td>Visible boxes and storage behind booth</td>
<td>Luggage and trash behind booth</td>
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[Images of unacceptable booth setups]
General Booth Space and Ordering FAQs

• Do I need to order electricity or other services?
  • Yes, all services must be purchased separately.

• Can I order the booth furniture packages that come with the pavilions?
  • If you’re not in a specialty pavilion, there are no booth packages and everything must be ordered separately / a la carte.

• Does padding come with the carpet?
  • Padding must be purchased separately for regular and special package booths.

• Will corner booths have side drape on both sides?
  • Corner booths will only have side drapes installed on the side in contact with another booth.
General Booth Space and Ordering FAQs (continued)

• How big is the company ID sign?
  • 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.

• Can I add a graphic to my company sign?
  • No, this is a text-only sign.

• Can I use any service vendor I want for my booth?
  • Some services can be provided by your vendor of choice, 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.
Specialty Pavilion and Booth Package FAQs
These guidelines are in addition to the regular Booth Space and Ordering FAQs

• Do I need to order the packages with Freeman?
  • No, they are automatically added to the Freeman order for you and delivered/installed onsite.

• Can I use my own display, furniture, carpet, banners, etc. instead?
  • Yes! You must inform Freeman that you decline / do not want the booth package included with your booth.

• Can I substitute any furnishings in my booth package for something else?
  • There are no package substitutions, swaps, or trade-outs. Any other furnishings must be purchased separately.
Specialty Pavilion and Booth Package FAQs (continued)
These guidelines are in addition to the regular Booth Space and Ordering FAQs

• Do these packages come with electricity or other services?
  • No, all other services must be purchased separately.

• Can I add another graphic to the New Exhibitor Pavilion counter instead of my company logo?
  • Only your logo is included in the package. Other graphics can be added and must 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.
Thank You

Questions? Contact Exhibits@ashg.org