

Exhibit Space Guidelines:

Sapphire, Onyx, Diamond Level Exhibitors (Island Booths)

The following display rules and regulations have been created to promote continuity and consistency and will be enforced. These guidelines will provide exhibitors with the information necessary to properly design and build exhibits, as well as plan their booth layout and content. Compliance with these guidelines will provide an environment conducive to successful interaction with conference attendees.

Exhibitors may provide an exhibit space rendering to their Conference Exhibit Manager for review. Please include a complete exhibit rendering to include height elevations and hanging sign dimensions.

Aisles

- Sufficient space must be provided within the booth for the comfort and safety of persons watching demonstrations and other promotional activities.
- Each exhibitor is responsible for keeping the aisles near its exhibit free from congestion caused by demonstrations or other promotional activities.
- Signs or lighting grids may not extend or cover any part of the aisle or neighboring exhibits.

Hanging Signs

- The bottom of the hanging sign and hanging audiovisual screens must be at least 14-ft. above the show floor.
- The length or largest diameter of the sign must not exceed 50% of the largest length of exhibitor's booth space.

Height

- Exhibit fixtures, components & identification signs are permitted to a maximum height of 22-ft. Reference solid wall exception below.
- Towers, hanging signs, canopies, false ceilings and umbrellas are part of the overall exhibit presentation and, therefore, must be treated as a component of the total booth configuration not to exceed 22-ft. in height.

Lighting

When creating a lighting plan, exhibitors should take into consideration the SAPHIRE 2008 and the 2008 ASUG Annual Conference show floor lighting is low. Convention center "house" lighting will not be in use. Some level of ambient lighting will be provided but the halls will not be blanketed in light.

It is important that exhibitors provide enough light within their own exhibit space and pre-fabricated conference room to conduct business and highlight their displays according to their company's taste/guidelines. Exhibitors may provide their own lighting or request supplemental lighting via the Custom and Pre-Fabricated Conference Room Lighting Form found in the Exhibitor Manual. Supplemental lighting packages range from lighting support for pre-fabricated conference rooms to lighting design for an exhibitor's entire booth space.

- Suspended Lighting Grids ONLY, are permitted to a maximum height of 24-ft. Lighting equipment must be located within the exhibit space and shine into the booth area only. Lighting must not create a distraction to the show or other exhibits.
- Bright flashing lights are not permitted.
- Any filters or audio-visual screens that the lighting is shining on must not exceed the 22-ft. height restriction.

Exhibit Space Guidelines: Sapphire, Onyx, Diamond Level Exhibitors (Island Booths) Continued

Multi-Level Exhibits

Multi-level or covered exhibits must be in compliance with the Orange County Convention Center (OCCC) Guidelines for Multi-Level and Covered Exhibits located at www.occc.net/pdf/Guide_Multilevel.pdf.

Full booth and scaled exhibit space renderings with height elevations and dimensions labeled, of multi-level or covered exhibits, must be submitted to the OCCC Event Services Division, as per the above mentioned Guidelines, and the exhibitor's Conference Exhibit Manager at least 60 days prior to installation (Monday, March 3, 2008).

Solid Wall

- The use of a solid wall is restricted to five feet (5') high and must be within five feet (5') of each aisle, permitting adequate line of sight for neighboring exhibitors. A variance to this restriction may be approved, no guarantees, depending on the location of the exhibit space. Requests for a variance should be sent to the exhibitor's Conference Exhibit Manager and accompanied by full booth and scaled exhibit space renderings with height elevations and dimensions labeled.

The above display rules and regulations have been created to promote continuity and consistency and will be enforced. Exhibitors may provide an exhibit space rendering to their Conference Exhibit Manager for review. Please include height elevations and label hanging sign dimensions.