



### Booth Rendering Approval Submission Instructions:

Exhibitors must submit a Booth Rendering Submission Approval Form through the online [Exhibitor Resource Center](#) for approval by **Friday, October 26**.

ASCB will consider island designs and their effect on surrounding exhibits as factors in assigning exhibit space. Regulations governing such exhibits are:

1. An island booth is typically a 400-square-foot (20'x20') or larger exhibit space exposed to the aisles on all four sides. They must be constructed to allow access from all sides and should have open sight lines around and through the design (including hanging signs/structures), so that the surrounding area can be viewed through the booth and neighboring booths are not inappropriately obstructed.
2. Exhibitors must submit diagrams of booths 20'x20' or larger for approval. Diagrams should include a colored-rendering, complete scale drawings, both concept and construction, an overview of the booth indicating applicable setback, exhibit height, live demonstration areas and supplemental/backout lighting requests. Diagrams should indicate height and width dimensions of all booth walls and major structures, including hanging signs. These should be submitted as a PDF with the Freeform Booth Approval Form by **Friday, October 26** through the online [Exhibitor Resource Center](#).
3. Any changes that occur after initial submission must be resubmitted to ASCB Exposition Management for approval prior to the meeting. Should booth construction at the show deviate from the actual submitted and approved floor plans, ASCB Exposition Management reserves the right to ask the exhibitor to make modifications at the exhibitor's expense.

### Signage

Exhibitors with island booths (20'x20' and larger) are permitted to hang identification signs from the ceiling of the San Diego Convention Center. All identification signs must be fixed and within the confines of the booth. Hanging Signs and Graphics should be set back 10' from adjacent booths and be directly over contracted space only. The top of the booth's sign must not extend more than 22' from the exhibit hall floor and cannot block visibility of ASCB signs. Variances will not be granted. Please note: Multilevel exhibits are not permitted. FREEMAN is the exclusive provider of rigging and hanging sign installation.

For additional information, please review the [Exhibitor Rules and Regulations](#).

Questions? Please contact Sharon Wong-Stewart, Exhibit Operations Manager



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