

GENERAL INFORMATION

IMPORTANT REMINDERS FOR ALL EXHIBITORS

- All booths by must be set by 4:30 PM on Friday, June 1.
- All exhibitor floor space must be carpeted or covered with an approved material, bare floors are not allowed. The main aisles will be carpeted in [midnight blue](#).
- Please refer to the [Exhibitor Deadline Checklist](#) to ensure you are placing an order for all required services before the deadline dates to receive any advance order discounts.

General Appearance

Any portion of the exhibit bordering another exhibitor's booth must have the exposed back and side finished and may not carry signs or other copy that would detract from the adjoining exhibit. All exposed surfaces of the exhibit must be finished or may be masked at the discretion of ASCO Exhibit Management at the exhibitor's expense.

Flooring

Raised floors must be non-hazardous and wheelchair accessible. Edges of raised floors must be ramped or guarded sufficiently to prevent people from tripping or falling at transitions.

Height and Blocking Rules

Regardless of the number of **inline booths** utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 ft (2.44m) is allowed only on 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. Note: When three or more inline 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. Hanging signs are not permitted over inline booths.

Island booths should be constructed to allow access from all sides and have a contiguous two feet (2') access into the booth to allow attendees to view booth items within the confines of the booth, including kiosks, podiums, help desks, etc. All island booths must have ample sight lines to assure adjacent exhibits are visually accessible. **The maximum height of an island booth is twenty (20) feet.** All booths 400 square feet or more are required to submit a scaled floor plan and elevation diagram (digitally) through the [Exhibitor Resource Center \(Booth Rendering Form\)](#) for approval no later than Wednesday, April 25.

Island booths which require truss, lighting, and hanging sign installation must include their specs for such in the scaled floor plan there are submitting for review via the Booth Rendering Form via the [Exhibitor Resource Center](#). The top of the booth's sign must not extend more than twenty (20) feet from the Exhibit Hall floor and cannot block the visibility of ASCO signs or other exhibitors' booths. Signage over walls or static structures will require a significant clearance between the top of a wall or static structure and the bottom of a sign, banner, or header to ensure clear sight lines through the exhibit hall. All hanging items, including signs, lighting and truss must be hung directly over the island booth and not in the aisles. Overhead McCormick Place lighting may be dimmed or backed out to accommodate exhibitors' lighting requirements at ASCO's discretion. ASCO will not approve backing out overhead lights which may affect aisles or another exhibitor's space. The exhibitor is responsible for all costs associated with lighting changes.

Truss, Lighting, and Hanging Sign Installation Hours:

Saturday, May 26 8:00 AM – 4:30 PM

Tuesday, May 29 - Friday, June 1 8:00 AM – 4:30 PM

Freeman services will not be available on Sunday, May 27 and Monday, May 28 unless arrangements have been made in advance.

****Installation for all exhibits must be complete by no later than 4:30 PM on Friday, June 1.***

Please note, overtime rates will apply for Saturday, May 26 and after 10:00 PM on Monday, June 4.

Equipment such as truss and lighting must be shipped directly to McCormick Place for delivery on Saturday, May 26. You will be required to submit Freeman's [Truss & Lighting Shipment](#) form no later than Friday, May 4.

All hanging sign materials must be delivered to Freeman's Advance Warehouse no later than Friday, May 19. Shipping address labels will be available in the [Exhibitor Service Manual](#) under the "Service Order Forms."