

## GENERAL INFORMATION

- All aisles must be cleared of freight by 10:00AM on Friday, June 4, 2010.
- All booths by must be set by 5:00 PM on Friday, June 4, 2010.
- All exhibitor floor space must be carpet or covered with an approved material bare floors are not allowed.
- Please refer to the “Exhibitor Deadline Checklist” to ensure you are placing order for all required services before the deadline dates to receive any advance order discounts.

### General Appearance

Any portion bordering another exhibitor booth must have the exposed back and side of the portion 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 and at the exhibitor’s expense.

### 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. Where ever possible booth components should be at least two feet (2’) inside the booth’s perimeter to allow attendees to view booth items within the confines of the booth. In addition, island booths should have open sight lines around and through the design, so that the surrounding area can be viewed through the booth and that neighboring booths are not inappropriately obstructed. **The maximum height of an island booth is twenty (20) feet.** All booths 400 square feet or more must complete an Online Booth Rendering submission for ASCO approval.

### Signage and Lighting

All exhibits that require rigging, including signs, lighting, and truss must submit an Online Rigging request via the [ASCO Exhibitor Headquarters Website](#) for ASCO approval. 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. Hanging signs must be hung directly over the island booth and not in the aisles.

Equipment, such as truss, lighting, chain motors, hanging signs, etc., that require rigging **MUST** be shipped to the Brede Advance Warehouse. All rigging items will be delivered to their respective booths regardless of location. If you decide not to ship these materials in advance, it will result in set-up delays. Shipping address labels are located under the Shipping/Material Handling section.

Lighting must be directly over or in the exhibitor’s booth and cannot affect other exhibitors or 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 associates with this request.

#### **Rigging Hours:**

Sunday, May 30, 2010	1:00 PM – 9:00 PM
Monday, May 31, 2010	8:00 AM – 5:00 PM

***\*Rigging for all exhibits must be complete by no later than 5:00 PM on Monday, May 31,***