

# Booth Design Guidelines

Marketplace Events has guidelines that are put in place to ensure that every exhibitor has an equal opportunity to display their products and/or services. Please take the time to ensure that your display will meet these regulations to prevent unnecessary work on site. Any questions should be directed to your sales representative.

## LIGHTING

- ✓ People are drawn to “light.” Although lighting is not mandatory, a well-lit, inexpensive exhibit often attracts more visitors than one that’s more expensive (even better designed) but poorly lit.

## DESIGN & CREATIVITY

- ✓ Each exhibitor’s booth is his or her “business office or storefront” during the show. It should create a visual impact to bring the visitor in off the aisle and into your marketing and sales environment.
- ✓ Booth layout is important – it should be inviting – tables or counters should not be placed parallel to the aisle, especially across the front of a small 10 x 10 booth. It’s hard enough to get visitors to step out of the aisle into the booth without putting a physical barrier in their way. A perpendicular (to the aisle), or diagonal table placement creates a much more inviting and free-flowing layout. For the smaller booth: shapes, contours, surface variety and dramatic lighting can make a flat, straight wall more visually appealing.
- ✓ Fewer and larger graphics also create a strong visual impact. Only one message or statement should be communicated, the product or company name that is most recognized by attendees should be displayed. Your exhibit should be bright, simple and uncluttered. One counter or table should be used, with size and bulk kept to a minimum.
- ✓ Ceilings and over-hangs should be avoided unless it is a very large display. A minimum clearance of 8 feet should be established; otherwise, visitors may feel “trapped” or claustrophobic about walking into the booth. Good lighting can counteract the potential drawbacks to ceilings and overhangs.

## PRODUCT PRESENTATION

- ✓ Whether the products being shown are beautiful draperies and bedding or heating equipment, concrete or trusses – how that product is displayed is what counts. Look for innovative and imaginative use of the product, perhaps integrated into the flooring or signage.

# Inline Exhibits

*Inline exhibits have other exhibitors on both sides.*

## BOOTH WALLS

- Exhibits are supplied with 8' high drape along the sides and at the back of the booth, however, booths along the perimeter of the show are required to have 3' side drape unless approved by Show Management. Any variation or changes in the standard draping are at the exhibitor's expense.
- Displays or exhibits requiring suspension from the ceiling of the exhibit hall are limited to specific areas where fastening may be possible. Any exhibit requiring such suspension must first apply in writing for approval. Cost is the responsibility of the exhibitor. The size and design of any suspension may be limited by the size and location of the booth.
- If you choose to have solid walls, they must be neatly finished to ensure that no unfinished materials are visible from the aisle. It is the responsibility of the exhibitor to finish any side of the wall, in an attractive manner that is exposed to view.

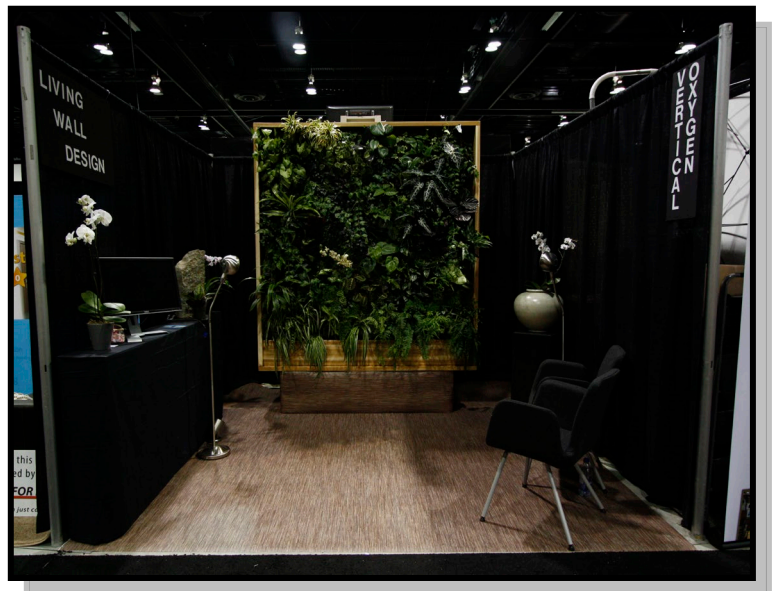
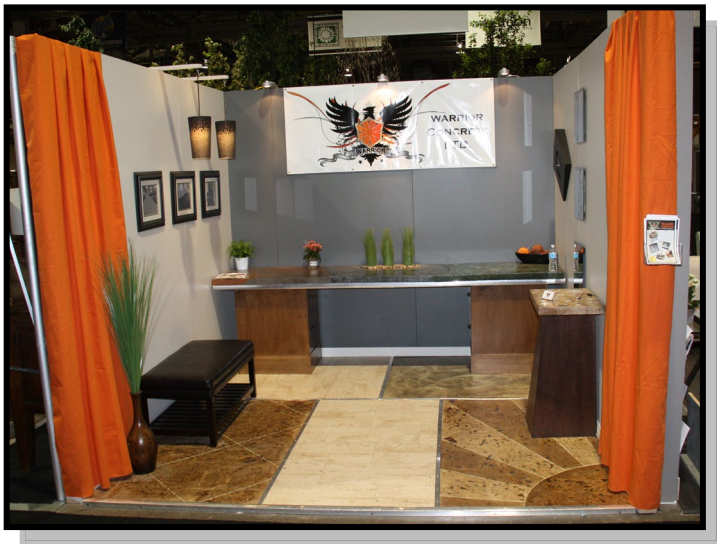
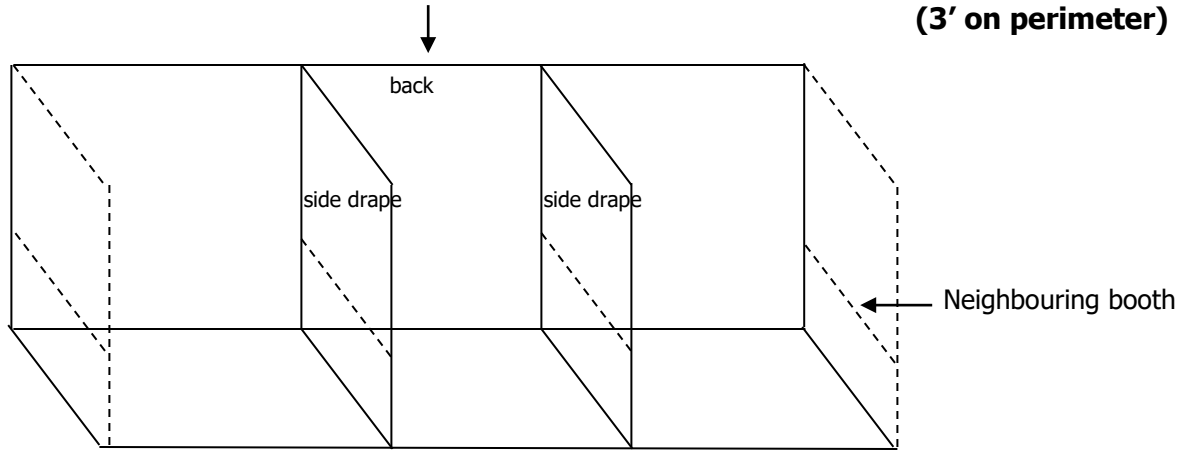
## FLOORING

- **Exhibits must have their entire booth space floor covered with carpeting or some other suitable product.** Exhibitors laying tile or similar coverings or those who build structures (risers, decks) may not adhere it to the facility's floor and need to lay building paper, plastic sheeting or some other suitable protection first. **Duct tape is not permitted** to fasten carpeting to the floor. **Two-sided adhesive tape is needed.** If tape is not completely removed, any additional cleaning charges will be passed along to the exhibiting company.

## SIGNAGE

- **Hand written or unprofessional signs are not permitted.** If the sign is attached to the booth, the top of the sign must not be higher than 12' from the floor with the bottom being at least 8' from the floor. Signs hung from the ceiling must be 11' from the floor to the bottom of the sign and 3' less than your booth width. All signage must be single sided, face the aisle in front of the booth and cannot be attached directly to the top of the back wall. It must be completely within the cubed boundaries of the rented space and must be finished when facing into a neighbouring exhibit. Any signs hung above a booth by Calgary Stampede must have proof that the sign complies with Fire Regulation and rating CAN/ULC-S109.

# In-Line Booth Examples



# Corner Exhibits

*Corner exhibits have exhibitors on one side only.*

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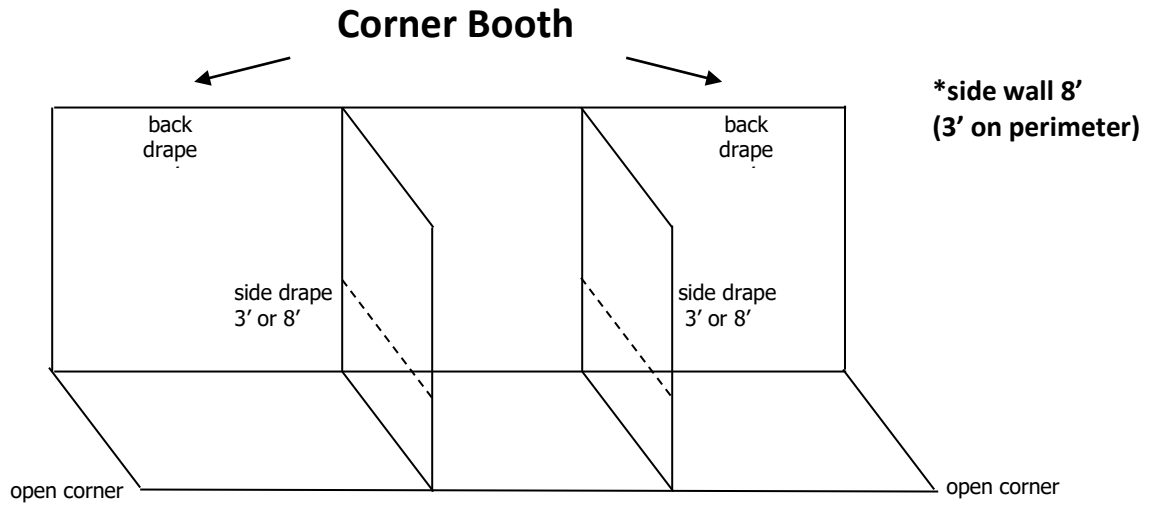
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# Corner Booth Examples



# Peninsula Exhibits

20x20 or 400sqft

*Peninsula exhibits have up to 2 adjoining exhibitors on the back wall only and 3 sides open to aisles.*

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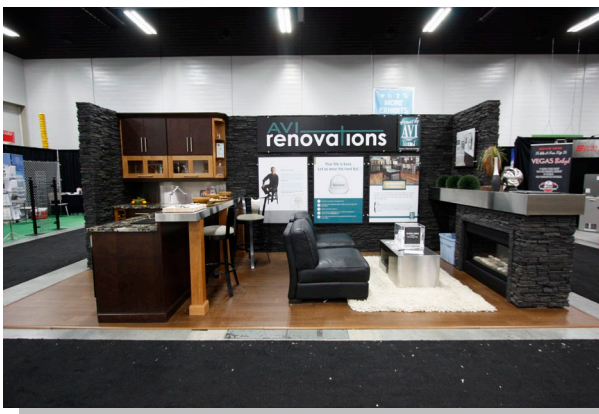
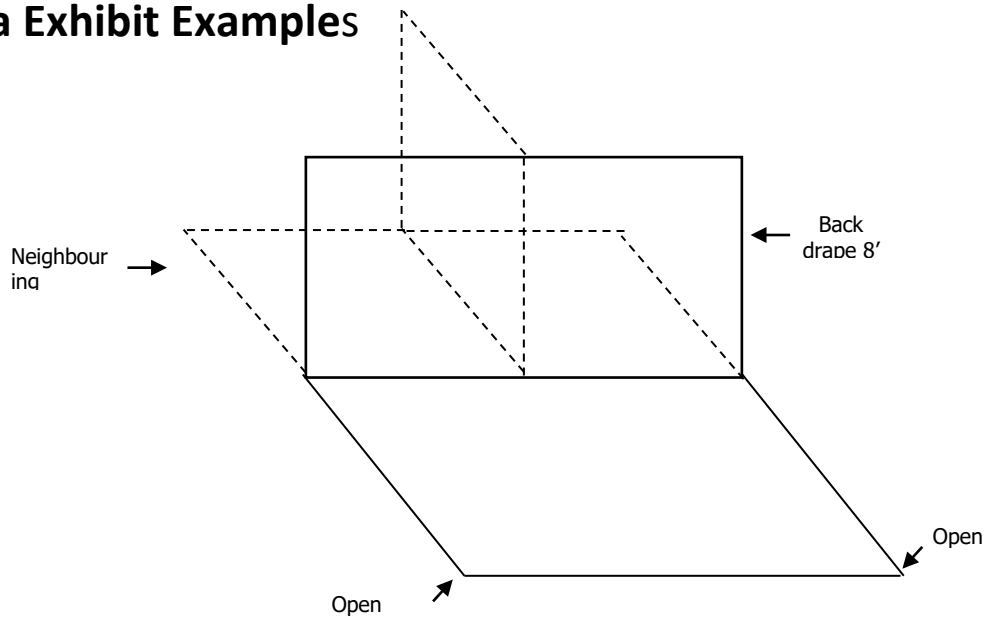
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# Peninsula Exhibit Examples



# Island Exhibits

*Island exhibits have aisles on all sides*

## BOOTH WALLS

- Drapes are not permitted along an aisle and will not be provided. Walls that get special approval must remain at least 4' from any aisle it intersects. The height of any structures within the booth is limited to 18' and must have Show Managements' approval. The height of any structure is also dependent on the location within the show and may be limited by the roof height of the facility.
- Displays or exhibits requiring suspension from the ceiling of the exhibit hall are limited to specific areas where fastening may be possible. Any exhibit requiring such suspension must first apply in writing for approval. Cost is the responsibility of the exhibitor. The size and design of any suspension may be limited by the size and location of the booth.
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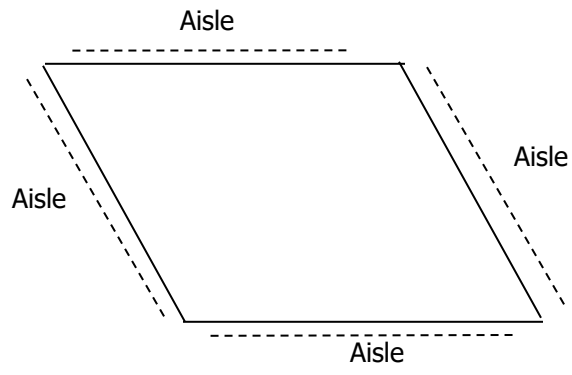
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# Island Exhibit Examples



**\* No walls/drape**

