

# Booth Design Guidelines

A great booth tells your story, invites people in, and helps attendees quickly understand who you are.

These guidelines help you create a show-ready, compliant booth that looks its best. Reviewing them early helps things run smoothly.

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## Booth Design at a Glance:

### What Works Well

- Bright, professional lighting that catches the eye
- One clear message that's immediately easy to understand
- Open layouts that feel approachable from the aisle
- Clean, professional graphics and signage
- Flooring that fully covers your booth space

### What to Avoid

- Blocking your booth entrance with tables or displays
  - Trying to communicate too many messages at once
  - Handwritten, temporary, or low-quality signage
  - Using duct tape or materials that could damage the floor
  - Installing walls, signs, or hanging elements without approval
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## Designing an Engaging Booth

### Lighting

Lighting can instantly elevate your booth. While it isn't required, well-placed lighting improves visibility, highlights products, and creates a more inviting atmosphere. Even simple lighting choices can make a big difference in how your space is perceived.

### Layout, Flow & Creativity

Think of your booth as your storefront on the show floor. A thoughtful layout encourages visitors to step inside and explore.

#### Layout tips:

- Keep the front of your booth open and accessible
- Place counters perpendicular or at an angle to the aisle for smoother flow
- Make entrances obvious and barrier-free

### **Creating visual impact:**

- Use fewer, larger graphics to improve readability
- Focus on one main message—usually your company name or signature product
- Keep the overall look bright, clean, and uncluttered

Ceilings and overhangs are best reserved for larger exhibits. Be sure to maintain at least 8' of clearance so the booth feels open and comfortable. If you do use overhead elements, good lighting is key.

### **Product Presentation**

No matter what you're showcasing - materials, finishes, furnishings, services - how you present it matters. Creative, well integrated displays help visitors quickly understand your offering and remember your booth long after they leave.

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## **Booth Requirements**

The following requirements apply to all booths, regardless of configuration or size. These guidelines help ensure a safe, professional, and visually consistent show floor.

### **Walls & Structures**

- Any solid walls must be neatly finished on all exposed sides or neighbouring booths
- Suspension from the ceiling or overhead structures requires written approval in advance
- All costs, engineering, and approvals related to suspended or structural elements are the exhibitor's responsibility
- Booth structures must remain within the contracted booth space unless otherwise approved

### **Flooring**

- All booth spaces must be fully floor-covered
- Tile, risers, decking, or raised flooring must be installed over protective materials
- Duct tape is not permitted
- Two-sided adhesive tape must be fully removed at move-out; leftover adhesive may result in cleaning charges

## Signage

- Professional, high-quality signage is required; handwritten or temporary signs are not permitted
  - All signage must be fully finished on exposed sides and remain within booth boundaries, no advertisement is permitted on the neighbouring or backside of signage
  - Any hanging signage installed by Calgary Stampede must meet CAN/ULC-S109 fire rating requirements
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## Booth Types & Special Requirements

The Calgary Fall Home Show offers several booth configurations. All general requirements listed above apply to every booth. Use the information below to understand the layout and any specific considerations for individual booth type.

### Inline Booths

*Neighbouring exhibitors on both sides.*

- 8' high drape provided on side and back walls
- Perimeter inline booths require 3' side drape unless approved
- Booth attached signage may reach up to 12'; hanging signage must meet height and width limits

### Corner Booths

*One neighbouring exhibitor, two open aisles.*

- Inline booth rules apply
- Any wall facing an aisle must be finished attractively

### Peninsula Booths

*Three sides open to aisles, one shared back wall.*

- 8' high drape provided on back wall only
- Side or partial walls may require approval
- Centered, double-sided signage is permitted for booths 400 sq ft or larger

### Island Booths

*Aisles on all four sides.*

- Drapes are not provided or permitted
- Walls must be set back at least 4' from aisles

- Maximum structure height is 18', subject to approval
  - Signage must remain within the projected booth footprint
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## Final Notes

These guidelines are designed to support a safe, inspiring, and high-quality experience for exhibitors and attendees alike.

If you're unsure whether your booth design meets these requirements, [reach out](#) before the show. A quick conversation ahead of time can save time, reduce stress, and help your booth shine from opening day onward.