

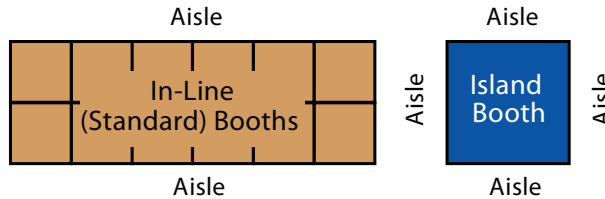
WESTERN Roofing EXPO

Please review this document to make certain your exhibit space meets our Booth Guidelines. If your display does not satisfy these requirements, you must submit a photo and/or rendering of your proposed exhibit space for approval.

If exhibit does not meet with the height and width regulations, WSRCA reserves the right to have the improper portion dismantled on the spot at the exhibitor's expense. All booths are required to follow these specifications.

BOOTH GUIDELINES: (Standard/In-Line and Island Diagrams)

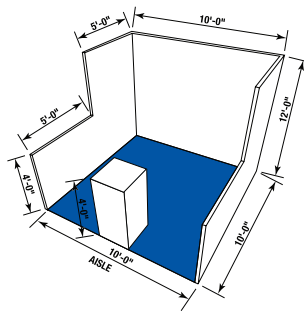
Booth Configurations:



Standard/In-Line Booth (Booths 10' x 10')

Standard/In-Line Booths are arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

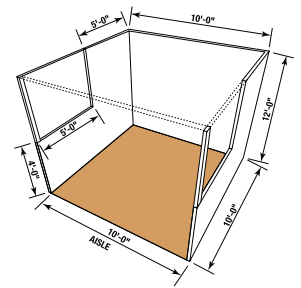
Standard/In-Line Booths are 10' wide by 10' deep. The maximum back wall height limitation is 12'. The maximum height of 12' is permitted in the back half of the booth only, and a maximum height of 4' is permitted on the front half of the booth. Backsides of displays or signage exceeding 8' in height may not have any graphics. Hanging signs are not permitted.



Standard/In-Line Booth with Canopies

Canopies can be either decorative or functional. Canopies for Standard/In-Line or Perimeter Booths should comply with line of sight requirements.

The bottom of the Canopy should not be lower than 7' from the floor within 5' of any aisle. Canopy supports should be no wider than 3". This applies to any booth configuration that has a sightline restriction (Standard/In-Line or Perimeter Booths).

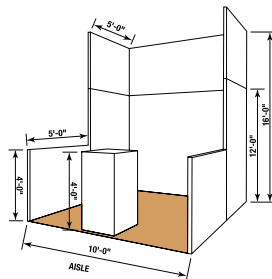


When three or more Standard/In-Line Booths are used in combination as a single exhibit space, the 4' height limitation is applied only to that portion of exhibit space which is within 10' of an adjoining booth.

A Corner Booth is a Standard/In-Line Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Standard/In-Line Booths apply.

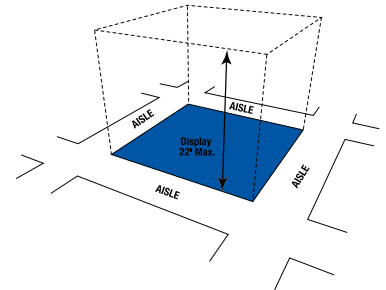
Perimeter Standard/In-Line Booth (Booths 10' x 10')

A Perimeter Booth is a Standard/In-Line Booth that backs to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for Standard/In-Line Booths apply to Perimeter Booths, except that the maximum back wall height limitation is 16'. The maximum height of 16' is permitted in the back half of the booth only, and a maximum height of 4' is permitted on the front half of the booth. Hanging signs are not permitted.



Island Booths (Booths 20' x 20' or greater)

An Island Booth is any size booth exposed to aisles on all four sides. An Island Booth is 20' by 20' or larger. The entire cubic content of the space may be used up to the maximum allowable height, which is 22', including signage.



Hanging Signs

Hanging signs are permitted in Island Booths (minimum of 20' by 20') at a 22' maximum from floor to top of sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements.

Hanging signs may be hung from the ceiling, trusswork or equipment. Signs that will be hung must be installed and dismantled by the Rigging Crew at the Paris Las Vegas.

Backside of Displays

Any backsides of displays are subject to review by WSRCA. Backsides of displays exceeding 8' in height may not have any graphics. Should WSRCA assess the backside of the booth as "unattractive" or does not comply to the overall nature of the Expo, the exhibitor may be required to drape the backside of the display at the exhibitor's expense.