

# REQUIREMENTS FOR ISLAND BOOTHS 20X20 (400 SQUARE FEET) AND LARGER



## POINTS TO REMEMBER BEFORE SUBMITTING:

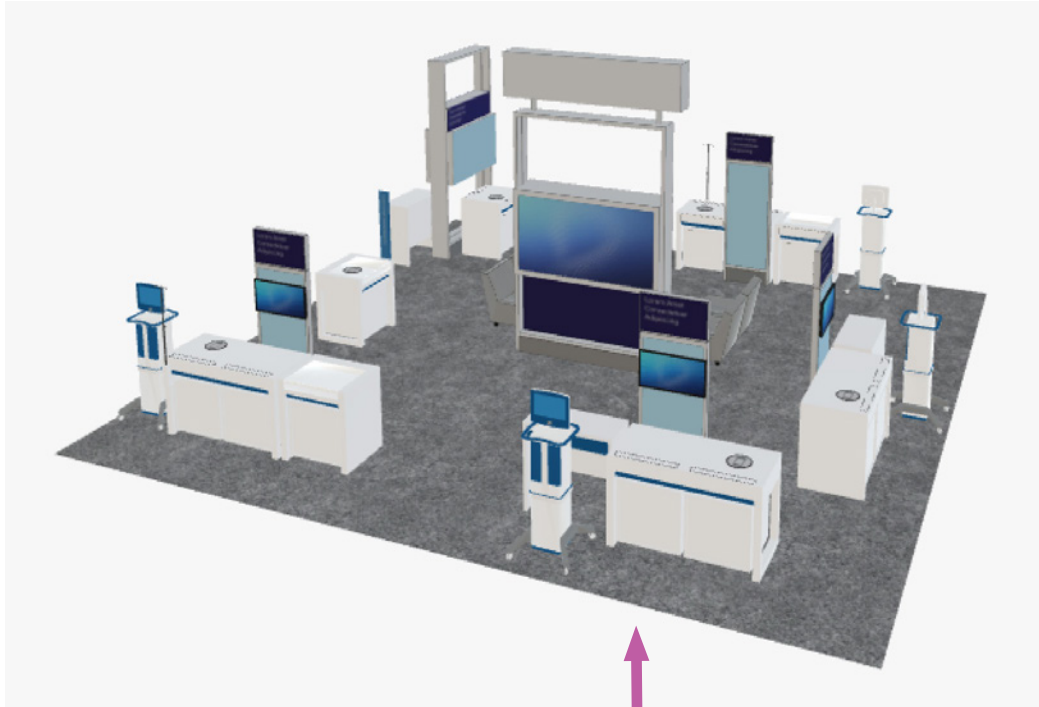
- All booth drawings must be submitted by: August 23, 2024
- Drawings MUST include:
  - A full color 3-dimensional rendering from all four sides.
  - Height and width measurements, using inches and/or feet, for ALL structures including hanging signs, are required from ALL sides and overhead (corner views are not suitable for compliance review).
  - Providing a scale on the drawings does NOT replace the requirement to include height and width measurements.
  - Drawings must be from each side showing measurements and labeled as: front view, back view, left side, right side and overhead. (Corner views are not suitable for compliance review.)
  - Height restriction of 20 feet including signs, company name, logo, or any other type of lighting or standing fixtures or structures.
- Booth must have 40% see-through effect from front to back and side to side — this includes structures, fabric/material, etc. (i.e. a 20 x 20 island booth should have 8 feet (40%) of see-through (unobstructed site view) from all sides of the booth).
- No drape or back wall allowed
- No raised floors
- Multi-story island exhibits are not allowed without AARC approval. If you plan to build a multi-story exhibit, please reach out to Susan Mathis and be prepared to submit renderings.
- The AARC will reject any submitted drawings that do not comply with the stated requirements
- Exhibitors with a 20x20 or larger island booth agree to the following fees associated with submitting booth drawings for approval to the AARC. Exhibitors and/or your booth design company should read our published Rules and Regulations prior to designing your booth or submitting drawings for our review. It is the exhibitor's responsibility to provide their EAC with our rules and regulations.
- **Missed Deadline:** If the exhibitor does not submit their booth drawings by August 23, 2024, the exhibitor will be charged a \$1,000 admin fee for the missed deadline.
- **Incorrect Drawings:** If the exhibitor, or their booth design company, submit drawings that do not adhere to the booth drawing specifications provided in the AARC 2024 Rules and Regulations, the exhibitor will be charged a \$500 admin fee for per review process..

**For questions or more information please contact  
Susan Mathis: [susan.mathis@aacr.org](mailto:susan.mathis@aacr.org)**

# EXAMPLES OF NON-COMPLIANT BOOTH DRAWINGS



## Booth Submission Sample #1



### Front Side View

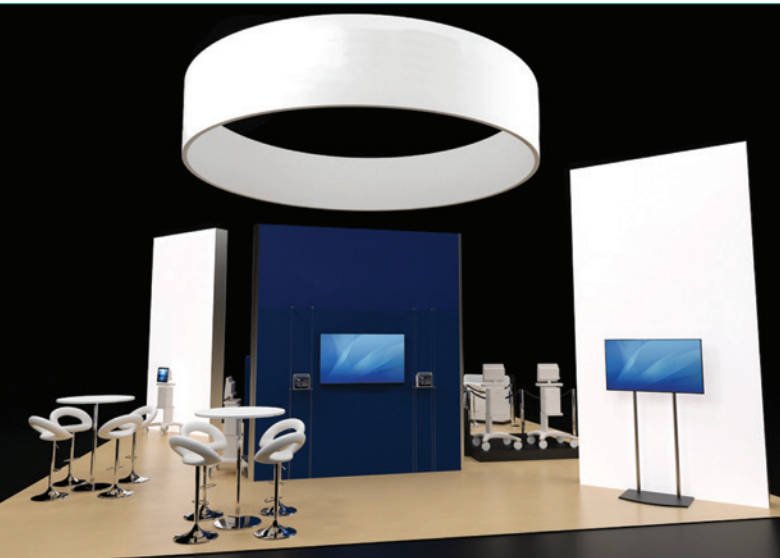
No measurements for structure provided.

Missing four views: three sides and one overhead.

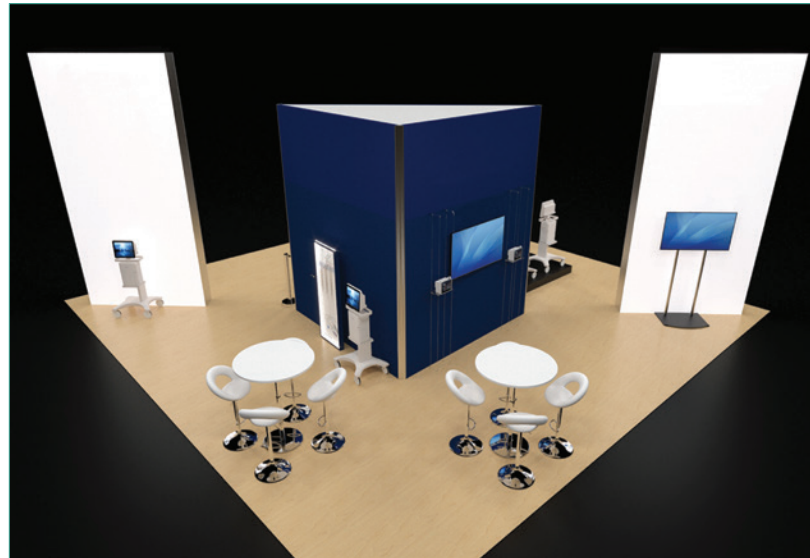
# EXAMPLES OF NON-COMPLIANT BOOTH DRAWINGS



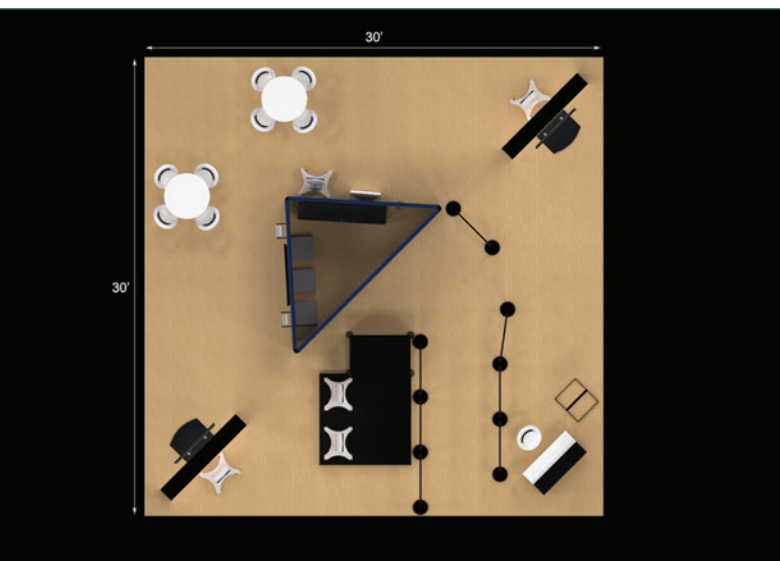
## Booth Submission Sample #2



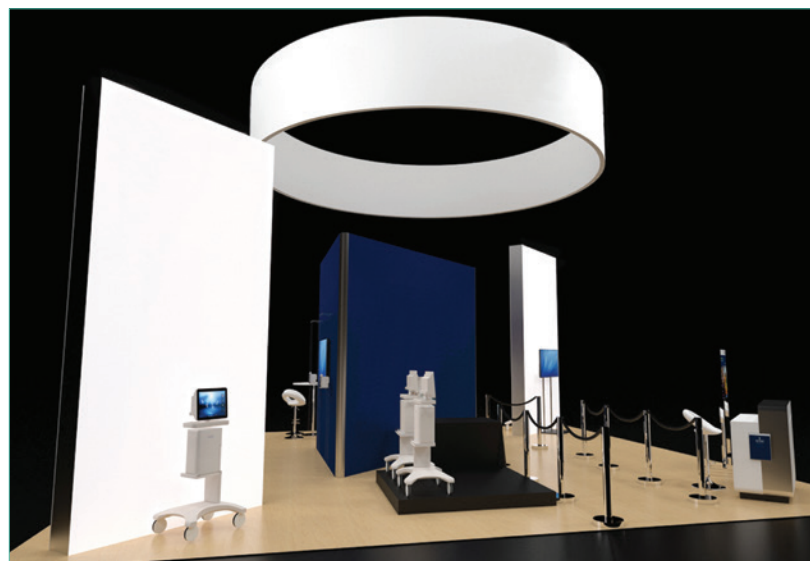
Corner View



Corner View



Overhead View



Corner View

Height and width measurements are missing from the diagrams.

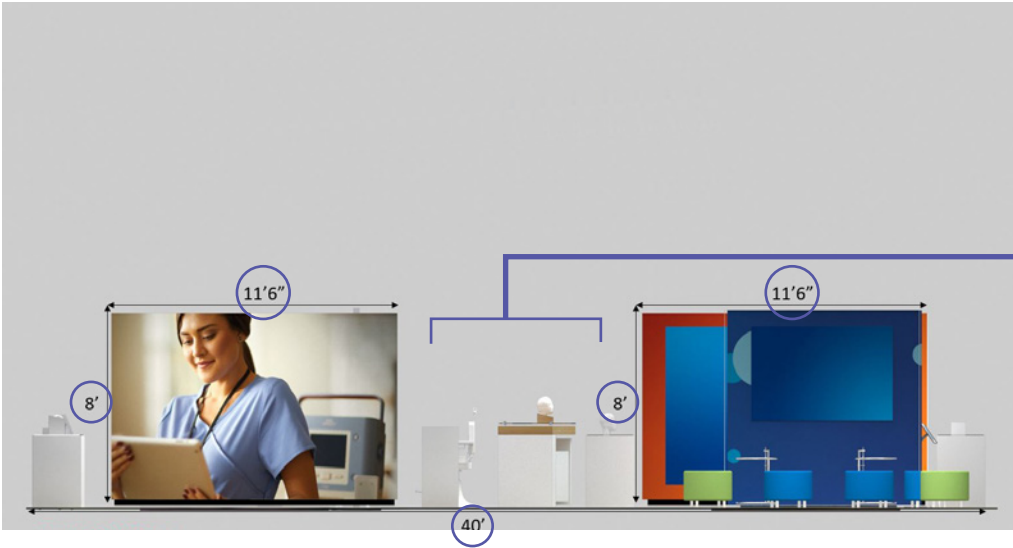
Corner views are not suitable for compliance review.

No labeled views from each side of booth (front, back, left side, right side).

# EXAMPLES OF COMPLIANT BOOTH DRAWINGS



## Booth Submission Sample #1 (Front and Back view)

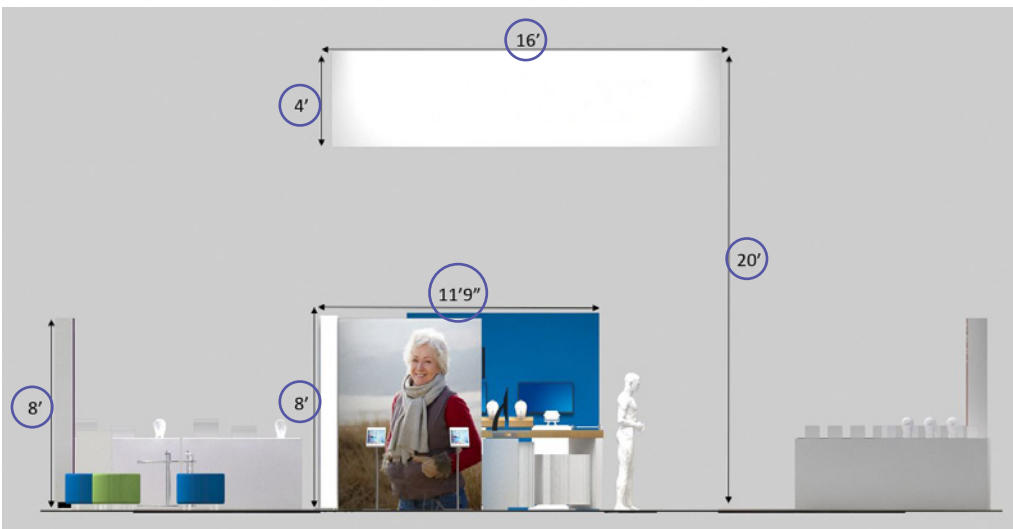


### Front and Back Side

40% see-through effect is achieved.

Height and width measurements on all structures.

## Booth Submission Sample #1 (Left and Right view)



### Left and Right Side

40% see-through effect is achieved.

Height and width measurements on all structures.

Includes sign measurements

# MORE EXAMPLES

## Booth Submission Sample #3



### RULES FOLLOWED:



Height and widths are shown properly.  
20 foot height limit for structures and signs is followed.  
40% see-through effect rule is properly followed.

### RULES NOT FOLLOWED:



Missing the views for the three remaining sides of the booth.

# MORE EXAMPLES

## Booth Submission Sample #4



Front Side View



Left Side View



Corner View



Corner View

### RULES FOLLOWED



- Good 3D model rendering.
- View from two sides of the booth provided.
- 40% see-through effect rule is properly followed.

### RULES NOT FOLLOWED



- Missing the view from the other two sides of the booth.
- Missing height and width measures.
- Corner views are not suitable for compliance review.

# CHECKLIST FOR ISLAND BOOTHS

Before submitting, please make sure that your booth drawings meet the following specifications.

**Drawings that do not meet the 2024 specifications will be rejected**, even if they were approved last year.

- A full-color 3D rendering from all views is included.  
(Corner views are not acceptable for compliance review.)
- Drawings clearly show height and width measurements for ALL structures and signage in the booth from all sides (front, back, left side, right side, and overhead).
- All booth views have been labeled (front, back, left side, right side, and overhead).
- Measurements (height & width) are provided in inches and/or feet.
- Both height and width measurements are provided in the same drawing - not separate drawings.
- 20 foot height limit for structures and signs is followed.
- Hanging signs or banners do not exceed 8 feet in height and are within a 2-foot perimeter of the island.
- 40% see-through effect rule is achieved on all sides.
- No drape or back wall and no raised floors.

**BOOTH DRAWINGS ARE DUE AUGUST 23, 2024**