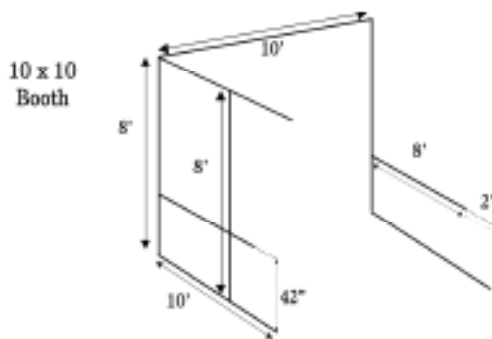


REALTORS Home & Garden Show BOOTH CONSTRUCTION

Booth Size, Rules and Regulations

- **BOOTH SIZE:** The standard booth size is 10 ft. wide by 10 ft. deep and multiples thereof (i.e. 10'x20', 20'x20', 20'x40', etc.).
- **HEIGHT RESTRICTION:** The height restriction for all exhibits or portions thereof, including signs, is eight (8) feet high. (Show Management reserves the right, in its sole discretion, to make exceptions to this restriction if/when exhibiting company applies for a height variance. Maximum height with variance approval is 16' tall.) Height variance requests must be made prior to Show move-in through the GMAR by contacting Amanda Falk, Show Director (amanda@gmar.com or 414-778-4929).
- **SIDEWALLS:** Sidewalls adjoining booths may carry the background height to within two (2) feet of the front line/border of the booth space. Exhibitors in violation of sidewall restrictions may be assessed a penalty fine.
- **IN-BOOTH DISPLAY ITEMS:** The front two (2) feet of space within your booth(s) must not have any equipment or display materials that are more than 42 inches in height.



AISLE

Horizontal bold line represents the back wall of booth space. Vertical bold lines represent sidewalls. Two (2) foot sidewall restriction cannot exceed 42 inches in height.

Show Management reserves the right to approve booth structures that do not fit within these rules and regulations. Requests for a variance will be reviewed on a case by case basis.

To discuss a potential height variance request, please e-mail Amanda at amanda@gmar.com.

EXHIBIT DESIGN TIPS

Here are 10 trade show booth design tips to make the most out of your presence at the Home & Garden Show!

- Maintain consistent branding (logo, colors, message, etc.) throughout entire space.
- Tell attendees exactly what you do. Don't assume they know.
- Stand out. Even if your booth is small, a bold demonstration or interactive display can make all the difference.
- Be playful. Aisles of booths can be repetitive and boring. Give attendees something they can interact with.
- Put your name on it. If you want to be remembered, put your logo or name on anything attendees interact with or see from backdrops to welcome kiosks, freebie giveaways, uniforms, etc.
- Give something away. Stay away from junky swag that will end up in a trash can. Go for something attendees can use and will save for continued brand recognition.
- Go with the unexpected. Catch attendees' eyes by placing an item of interest or something that doesn't belong in your booth. People will ask you about it! Certain to be a conversation starter!
- Set a scene. Create a booth space with its own vibe. If your booth was a place, what would it be?
- Make the most of your space, but keep it tidy and uncluttered. Whether you have a small booth or a large one, you can maximize every square foot to your advantage, even if you leave floor space open and hang a banner above to be seen from afar.