BOOTH DESIGN REGULATIONS

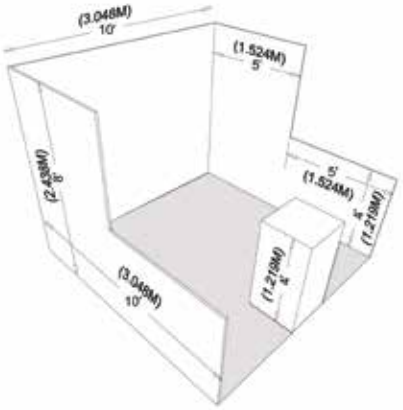
These regulations supplement the Rules of the Contract for the Star of the North (SON). SON does not allow exhibitors to erect displays that interfere with other exhibits, sight lines, or detract from the expo *no matter how many spaces rented*. Follow these regulations and the contract rules as you plan and set up your exhibit.

Variance requests: The Scientific Session Committee will consider requests for variance on a case by case basis. Requests must be submitted to the Minnesota Dental Association 60 days before exhibitor setup on Wednesday, April 25. **Height restrictions will be strictly enforced onsite.**

LINEAR BOOTH

One or more booths exposed to an aisle on one or two sides

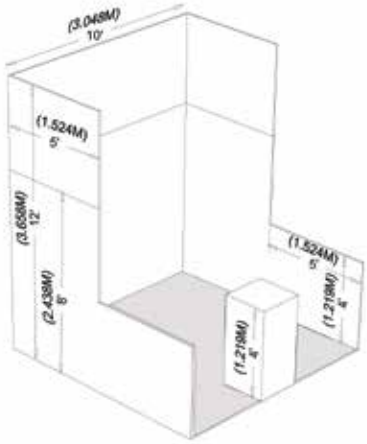
Exhibit must not exceed 8′ in height in the back 5′ of the booth or exceed 4′ in height in the front 5′ of the booth to promote a clear view from booth to booth.



PERIMETER BOOTH

One or more booths along an outside wall of the convention facility rather than to another exhibit

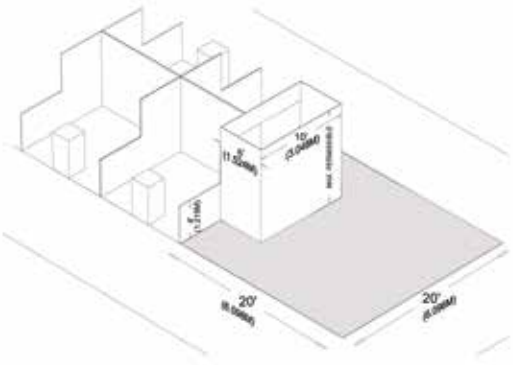
Exhibit may rise up to 12′ where ceiling height permits. Displays in the front 5′ of the booth must not exceed 4′ in height.



PENNISULA BOOTH

Four or more booths exposed to an aisle on three sides

The back wall of the exhibit must be on the non-aisle side of the booth. The center 10′ of the back wall can rise up to 16′, but the outer 5′ on each end of this wall is limited to 4′ in height. All portions on the rear of the back wall (facing neighboring exhibits) must be finished with no graphics, signage or copy of any kind.



HANGING SIGNS

Professionally designed banners may be displayed on the back drape of the booth and/or suspended from the ceiling. Hanging signs and graphics are permitted above perimeter booths with the top of the sign at 12′ or below, and in peninsula and island booths with the top of the sign at 16′ or below. These must be fixed and within the confines of the booth. All hanging signs and graphics must be set back ten feet (10′) from adjacent booths. No signs may be hung above the exhibit aisles. All hanging signs must be approved by MDA and will be rigged and hung by GES. Complete the Hanging Sign form in the Exhibitor Manual. Whether suspended from above or supported from below, these booths should comply with all ordinary use-of-space requirements.