HDAW27
Heavy Duty Aftermarket Week '27

EXHIBIT DISPLAY RULES & REGULATIONS

Conference Management and Organizers have developed the following Exhibit Display Rules and Regulations designed to assist you in the construction of your exhibit. Please read these guidelines carefully to avoid timely and costly delays onsite.

ALL STANDARD BOOTHS
May be built to a height not to exceed 8'. Hanging signs are not permitted.

CROSS AISLE EXHIBITS
Companies who have cross aisle exhibits can run their carpet across the aisle. No arches or signs connecting cross aisle exhibits will be allowed. No product or displays may extend into the aisle. Hanging signs are not permitted above the aisle.

ALL PENINSULA AND ISLAND BOOTHS
May be built to a height not to exceed 20'. Hanging signs will be allowed, providing they are hung 22' from the floor to the top of the sign. **If there are any logos, graphics or printing of any kind on the back of the hanging sign, it must be set back at least 5' from the back of the booth.**

APPROVAL OF EXHIBIT CONSTRUCTION
All new exhibit construction must be approved by Conference Management.

QUESTIONS? Contact Brian Glasgow (brian@wtglasgow.com) or Jim Winslow (jwinslow@wtglasgow.com) at 708-226-1300.

STANDARD BOOTHS

A Standard booth is any booth 10' in depth.

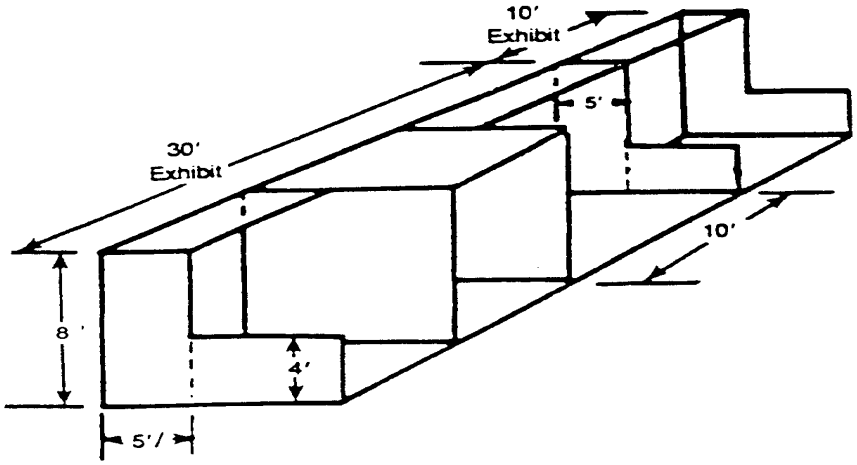
1. Booths 10' in depth may be built to a height not to exceed 8' including identification sign.

2. The side walls of booths 10' in depth may extend 5' from the back wall at a height of 8', then must drop down to a height of 4' as not to black the sight lines of neighboring exhibiting suppliers. All solid opaque structures or exhibit materials over 4' in height are to be confined to within 5' of the back wall of the booth to avoid obstructing the view of adjoining exhibiting suppliers.

3. Where an exhibiting supplier has an in-line area greater than 20', the center booths (after providing a 10' sight line on each end for their neighboring exhibiting supplier) may be used to the full limit of total floor space.

4. Identification of any kind is not allowed on the back wall which adjoins another exhibiting supplier.

5. **Hanging signs are not permitted for standard booths.**



PENINSULA BOOTHS

A Peninsula booth is surrounded by aisles on three sides. The back wall of the peninsula booth is that side of the booth adjacent to that of another exhibit.

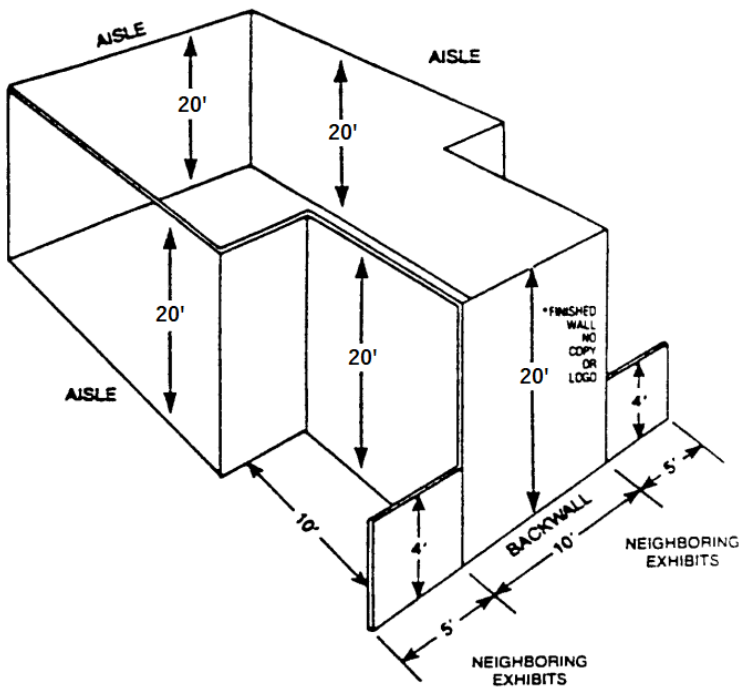
Peninsula booths may be built to a height not to exceed 20', with the following restrictions:

1. The back wall may be built to a height of 20', but must drop down to a height of 4', and must remain at 4' height level, 5' in from both side aisles.

2. Any fixture, including product, or any part of the main display that is not part of the 10' wide back wall, which is placed within 10' of the adjacent exhibiting supplier's space, must be built to a height not to exceed 4'.

3. Identification signs, whether they be part of the display, or hanging, must conform to height restrictions (e.g. If a hanging sign is desired, from the floor of the exhibit to the top of the sign cannot exceed 22'.)

NOTE: If there are any logos, graphics, or printing of any kind on the back of the hanging sign, it must be set back at least 5' from the back of the booth.



*Please Note: The back wall of the peninsula cannot have any copy, or logo's on this back wall.

4. Identification of any kind is not allowed on the back wall which adjoins another exhibiting supplier. **This includes company logos.**

ISLAND BOOTHS

An Island booth is surrounded on all four sides by aisles.

Island booths are only permitted for booths 400 square feet or more.

Island Booths may be built to a height not to exceed 20'.

Identification signs, whether they be part of the display, or hanging, must conform to height restrictions (e.g. If a hanging sign is desired, from the floor to the top of the sign cannot exceed 22'.)

