AIA27

EXHIBITOR SERVICE MANUAL

Booth Design & Approval

Find your booth type, check your height limits, and see whether you need approval before you build. Every booth, whatever its size, must follow these guidelines.

What comes with your booth

Every booth

- Required exhibitor listing (upgrades available)
- 4 booth personnel badges per 10'×10' (extra badges $70 each during exhibitor registration)
- Free Expo Passes to share with customers
- AIA27 exhibitor logos for your marketing

In-line, corner and perimeter booths

- **Pipe and drape:** 8' high back drape and 3' high side drape
- 7" × 44" booth ID sign, provided automatically

The exhibit floor is **not carpeted**. Every booth needs professional floor covering (carpet, hardwood, etc.). Bare concrete isn't allowed.

Booth types & height limits

BOOTH TYPE	DEFINITION	MAX HEIGHT	HANGING SIGN
In-line (linear)	One side open to an aisle, with neighbors on both sides. Usually 10'×10'.	8' on the back 5' of the booth; 4' on the front 5'	No
Corner	An in-line booth at the end of a row, open to the front aisle and the side aisle, with a neighbor on one side. In-line rules apply.	Same as in-line	No
Perimeter	An in-line booth on the outermost aisle that doesn't back up to another booth.	12' on the back 5'; 4' on the front 5'	No
Island	Aisles on all four sides, no neighbors. 20'×20' or larger.	20' for all fixtures, components and signage	Yes, 400 sq ft and larger. Top of sign no higher than 20'.

When three or more in-line booths are used as one space, the 4' limit applies only to the parts of the booth within 10' of a neighboring booth. Sign copy on back walls and side walls must face into your own booth.

Unfinished walls

If any part of your booth backs onto an aisle or a neighbor, finish it. If Show Management decides an exposed back wall is unsightly, you may be required to drape it at your expense.

Booth types at a glance

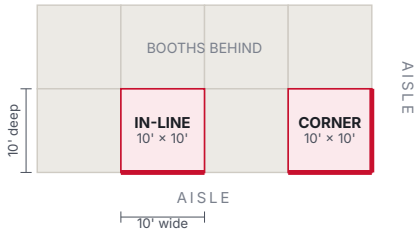
Find your booth type to see which sides face an aisle and how tall each part of your booth can be. Drawings show typical sizes and aren't to scale.

Your booth · Neighboring booths · Open to aisle · Allowed build height

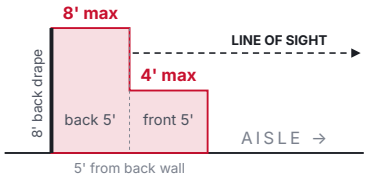
In-line & corner booths

In-line: one side open to the aisle, neighbors beside you. Corner: an in-line booth at the end of a row, open to the front and side aisles, with a neighbor on one side.

TOP VIEW



SIDE VIEW · HEIGHT LIMITS



MAX HEIGHT 8' in back half · 4' in front half (line of sight)

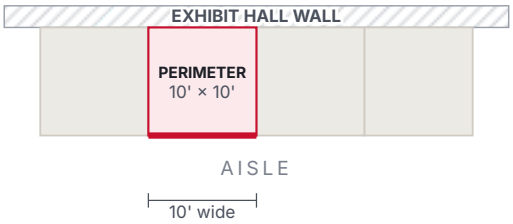
HANGING SIGN Not allowed

INCLUDES Pipe & drape (8' back, 3' sides) + ID sign

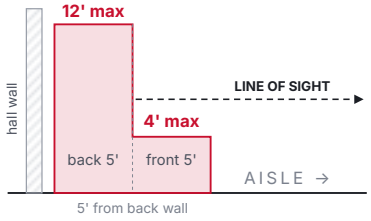
Perimeter booths

An in-line booth along the outside wall of the hall, with no booth behind it. It gets a taller back wall.

TOP VIEW



SIDE VIEW · HEIGHT LIMITS



MAX HEIGHT 12' in back half · 4' in front half (line of sight)

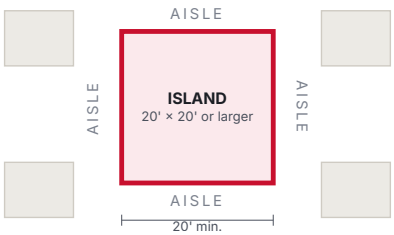
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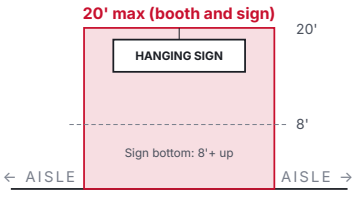
Island booths

Open to aisles on all four sides, with no neighbors. 20' × 20' (400 sq ft) or larger. Space only, no drape included.

TOP VIEW



SIDE VIEW · HEIGHT LIMITS



MAX HEIGHT 20' anywhere in the booth

HANGING SIGN Yes, 8'–20' from the floor

APPROVAL Booth Diagram Submission required (page 4)

Keep the floor open

Open sightlines make for a better show for everyone. Attendees can easily see into every booth, and every exhibitor gets the visibility they invested in. The two guidelines below help keep it that way, and they're the ones we check most closely on-site.

1. Line of sight

In **in-line, corner and perimeter booths**, everything in the front 5' of your booth must stay under 4' tall. This applies to **everything in the booth**, not just the booth structure:

✓ Do

- Keep the front 5' to counters, tables and displays under 4'
- Place tall items (banner stands, monitors, shelving, towers) toward the back 5' of your booth, in front of your back drape or wall
- Share this page with your booth builder or EAC
- Not sure? Send your layout through the Booth Diagram Submission (page 4)

× Don't

- Place banner stands, pop-ups or kiosks at the front corners
- Build side walls taller than 4' in the front half of the booth
- Stack product, crates or literature above 4' near the aisle
- Use tall plants, décor or signage that blocks a neighbor's view

WHAT HAPPENS IF A BOOTH DOESN'T COMPLY

Exhibit Operations walks the floor during move-in and throughout the show. If anything in your booth blocks a neighbor's line of sight, you'll be asked to **move or remove it right away**. If a booth can't be brought into compliance, it may have to be **partially or fully taken down** before the show opens, at the exhibitor's expense.

2. Booths must be open

Booths should be open to the aisle and open overhead. A **covered booth** is any booth with a ceiling, roof, canopy, fabric or solid overhead cover, tent or second level. That includes enclosed meeting rooms or storage closets with a ceiling. All covered booths need:

- **Advance approval** from Show Management and fire marshal review through the Booth Diagram Submission (page 4), due Thu, Mar 18
- **Smoke detectors** (battery-operated) in each covered or enclosed area, and a fire extinguisher
- **Flame-retardant certificates** for all materials, kept in the booth
- **Automatic sprinklers** for single-level covered areas over 300 sq ft and for **all multi-level booths**
- **Structural drawings stamped by an engineer** for multi-level booths and large canopies
- Canopies: the base must be at least 7' above the floor within 5' of an aisle, with supports no wider than 3"

Booth Diagram Submission

Booth approvals now go through one online form instead of emailed renderings. Upload your drawings once and receive a written approval to bring on-site.

Do I need to submit?

A Booth Diagram Submission is **required** for:

1. **All island booths**
2. **Any booth that doesn't meet the standard booth guidelines** in this section

Common examples that need review:

- Anything over the height limits for your booth type
- A hanging sign, truss or rigged lighting
- A canopy, ceiling, roof or covered area
- A second level or multi-story structure
- Towers over 8'
- A vehicle or large equipment on display
- Demonstrations that produce dust, fumes, sparks or noise, or that use moving machinery
- Any other exception to the Rules & Regulations

Not sure whether your booth meets the guidelines? Submit it. A standard in-line, corner or perimeter booth within the height limits doesn't need to submit, but you're welcome to if you'd like a second look.

Deadline

Thursday, March 18, 2027

60 days before move-in. Multi-story and covered structures also need fire marshal review, so these must be on time.

Submit at

ONLINE FORM COMING SOON

We'll share the link with all exhibitors as soon as it's live.

Questions: exhibitoperations@aia.org

What you'll need

- Booth number, company name and on-site contact
- Your booth builder or EAC (if you're using one)
- **Plan view** (top-down) with booth dimensions and aisle sides marked
- **Elevations** or a rendering showing the height of every element
- Hanging sign details: dimensions, weight, height from floor
- Flame-retardant certificates for materials
- Structural engineer's stamped drawings (multi-story, ceilings, canopies)
- Certificate of insurance (complex structures)

Accepted files: PDF, JPG, PNG or DWG.

How it works

1. **Check whether you need to submit**
   Use the list above. When in doubt, submit.

2. **Gather your drawings**
   Ask your booth builder for a plan view and elevations with heights labeled. Most builders have these ready.

3. **Complete the online form (coming soon)**
   Enter your booth details and upload your files. You'll get an email confirmation with a copy of your submission.

4. **We review it**
   Exhibit Operations reviews submissions within 10 business days and coordinates fire marshal review when it's required.

5. **Get your decision**
   You'll receive one of three outcomes by email: **Approved**, **Approved with conditions** or **Revisions needed**. If revisions are needed, resubmit through the same form.

6. **Bring your approval on-site**
   Keep a copy of your approval letter and stamped drawings in your booth during move-in, the show and move-out.

> **DON'T BUILD FIRST**
> Get written approval before you start production. An unapproved structure may have to be modified or taken down on-site at your expense.

Setting up your booth

Exhibitors at the Pennsylvania Convention Center may handle many setup and dismantle tasks with their own staff. Below is a summary of the Center's current exhibitor work rules, along with the services that must be ordered through official contractors.

What your staff may do

The following applies to **full-time employees of the exhibiting company** who **own all materials in the booth**, provided no Exhibitor Appointed Contractor (EAC) has been hired for setup or dismantle:

- **Set up and dismantle your booth**, regardless of booth size
- **Unload a personally owned vehicle** (sedan, SUV, pickup or van, not commercially registered) at the designated area. Rental vehicles and trailers don't qualify.
- **Use your own dollies, luggage carriers, non-hydraulic carts** and two- to four-wheel hand trucks
- **Use your own power tools and ladders up to 6'** to set up and dismantle your exhibit. Work that requires a taller ladder or a lift must be done by show labor.
- **Place, move and remove your own easels, signs and poster boards**, and install floor covering, within your booth. Hanging signs and anything rigged overhead must be installed by the venue rigging crew.
- **Install and remove your own AV equipment and computers** for non-public use. Rented equipment and public-use or data-collection computers must be set up by show labor.

When you'll need help

- **Labor, forklifts and freight:** Freeman handles material handling and forklift work. Exhibitors may not operate forklifts. Order extra labor from Freeman through the Freeman Exhibitor Kit.
- **Hanging signs and rigging:** installed by the venue rigging crew, ordered through the Pennsylvania Convention Center
- **Electrical, plumbing and air:** ordered from the Pennsylvania Convention Center

Using a contractor?

If you hire an Exhibitor Appointed Contractor (EAC) for setup or dismantle, your EAC does that work and must be registered with TNT Conventions (admin@tntconventions.com) by the EAC deadline.

PLEASE REVIEW THE VENUE'S CURRENT RULES

These work rules are set by the Pennsylvania Convention Center and may change. Before planning your setup, review the Center's current Exhibitor Work Rules and Union Jurisdictions at paconvention.com/exhibitors-1. Questions? Contact exhibitoperations@aia.org.