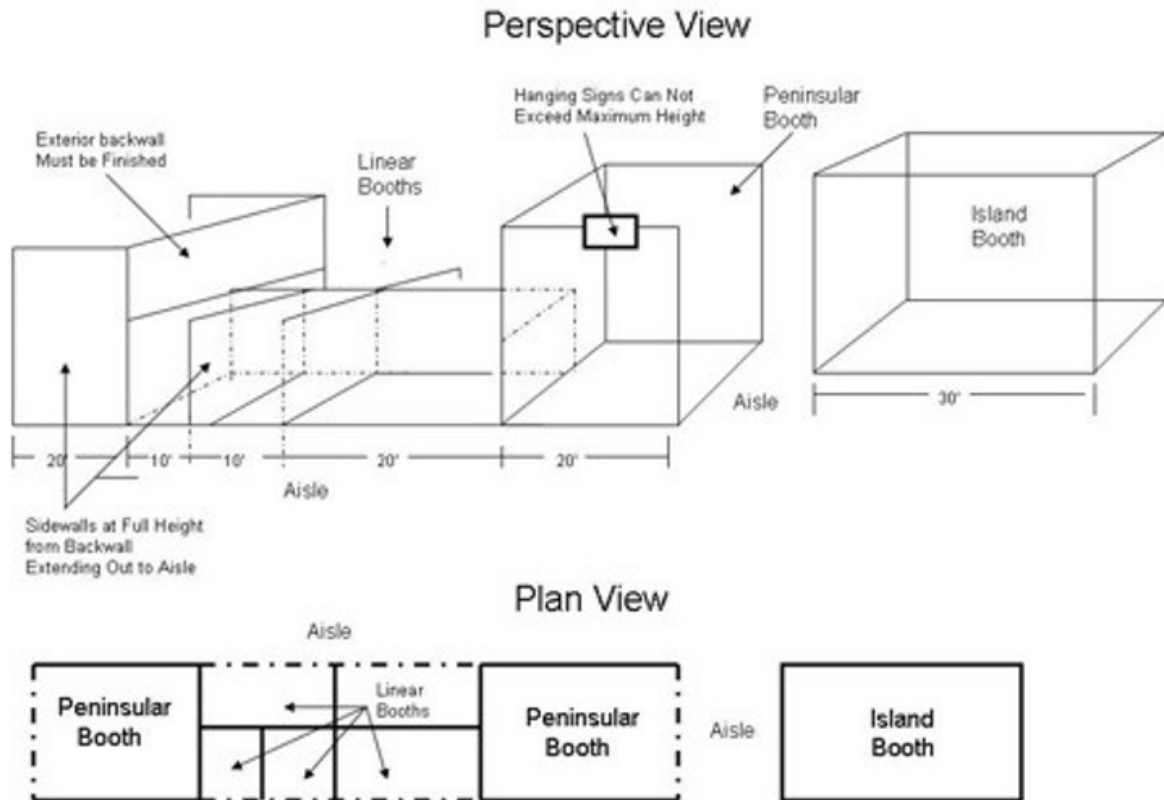


General Exhibit Booth Guidelines

The Western Foodservice and Hospitality Expo follows the **cubic content rule**, which allows exhibitors to make maximum use of their booth space. Under the cubic content rule, exhibitors may build up to the front of their booths, and up to the maximum allowable height (height restrictions below) according to booth type as indicated below.



Height Restrictions:

The following maximum height limits will be strictly enforced. Variances will be considered & reviewed by show management. Please plan your booth display and sign structures accordingly.

Linear Booth - 10' – Hanging signs are not permitted

Bounded by 1 or 2 aisles

Peninsula Booth - 16'

Island Booth - 16'