



Thank you for choosing to exhibit at the 2017 ISPA Conference & Expo! We are so excited to have you join us and we appreciate your support of the International SPA Association.

As an exhibitor, you will have the opportunity to create a booth space that encompasses the aesthetic components of your brand while showcasing your unique products and services to our industry's top leaders. Listed below are guidelines to help you with planning for the construction of your booth. If you have any questions, please contact Autumn Phelps at autumn.phelps@ispastaff.com or 1.859.226.4207. We look forward to seeing you in Las Vegas in October!

Standard Booth Components

Standard equipment provided by ISPA as part of the exhibit space rental includes:

- Pipe and drape – 8' high back wall and 3' high side wall
- Basic identification sign
- Wastebasket

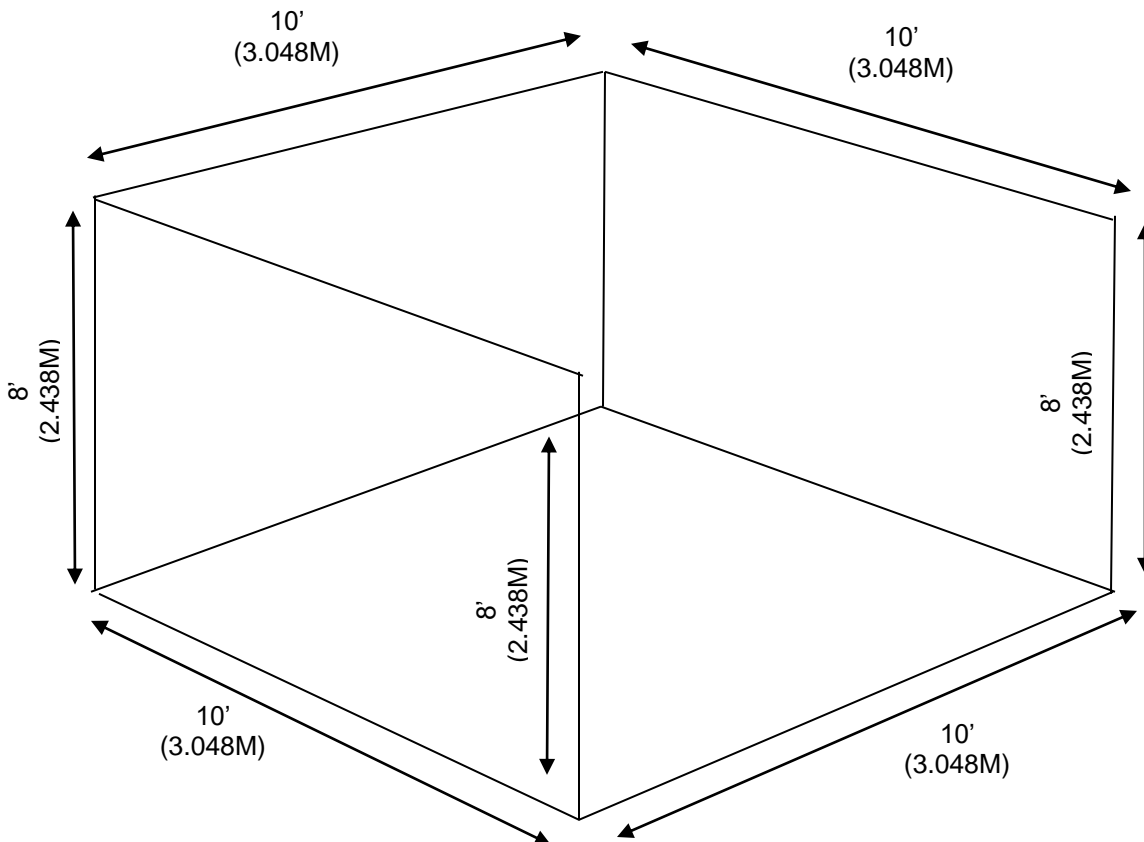
Additional Furnishings & Services

Carpet, tables, chairs, furniture, etc. are not included with your booth space and should be ordered in advance using the [GES Expresso Online Ordering System](#) for an additional fee. **To receive the best rates, order your materials through GES by September 25.** Exhibit services such as electric, internet, audio visual, plumbing, catering, booth cleaning and floral are not included and can be ordered separately through [Mandalay Bay Convention Services](#).

Booth Types

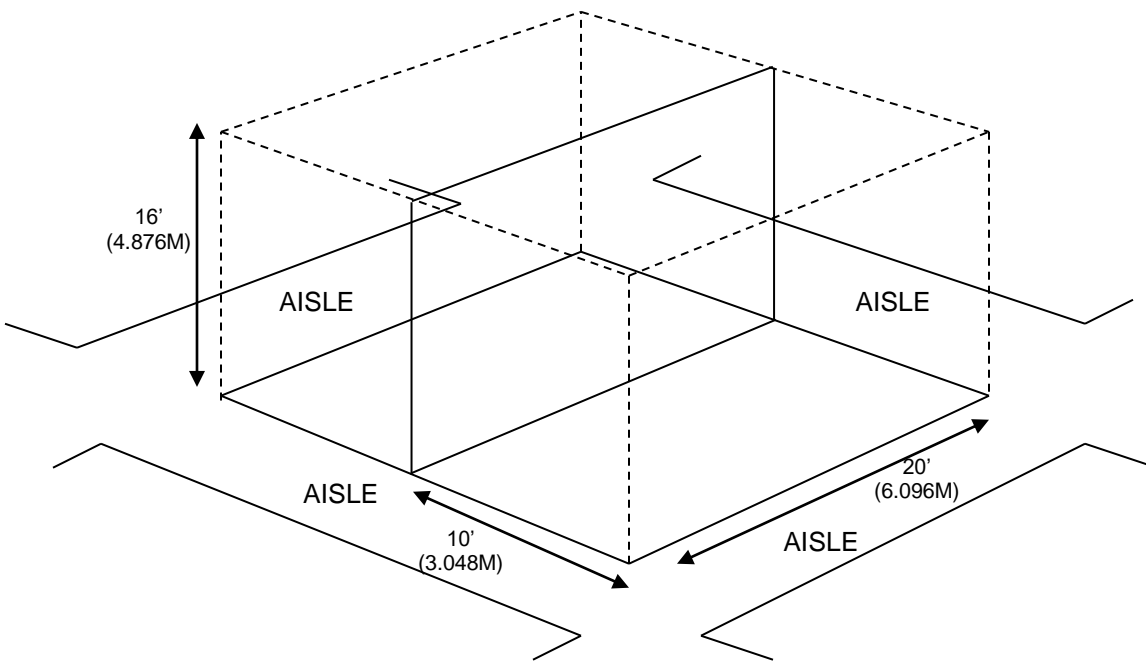
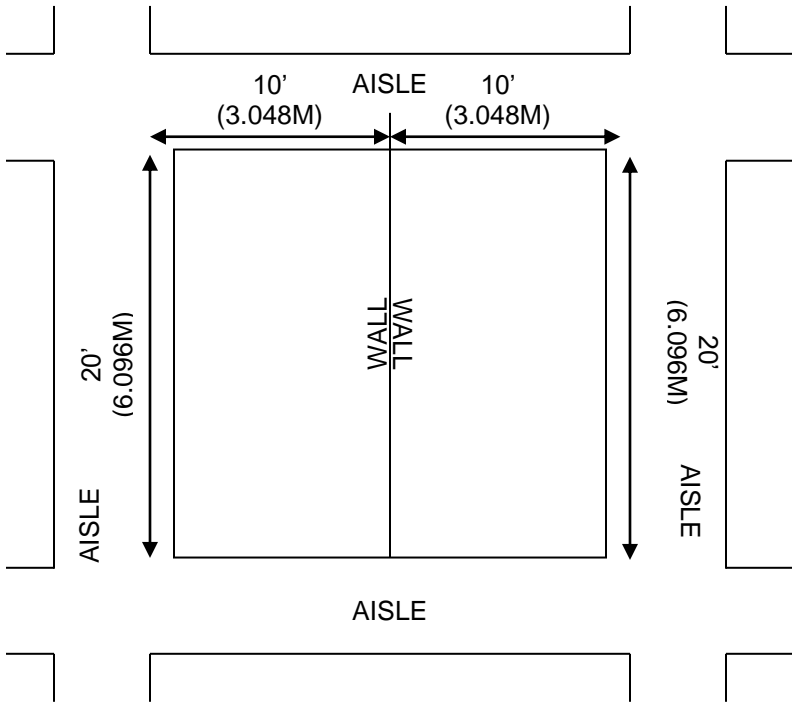
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths. Linear Booths are 10 feet (10') wide or larger and 10 feet (10') deep.

**SHOWN AS 10' x 10'
LINEAR BOOTH**

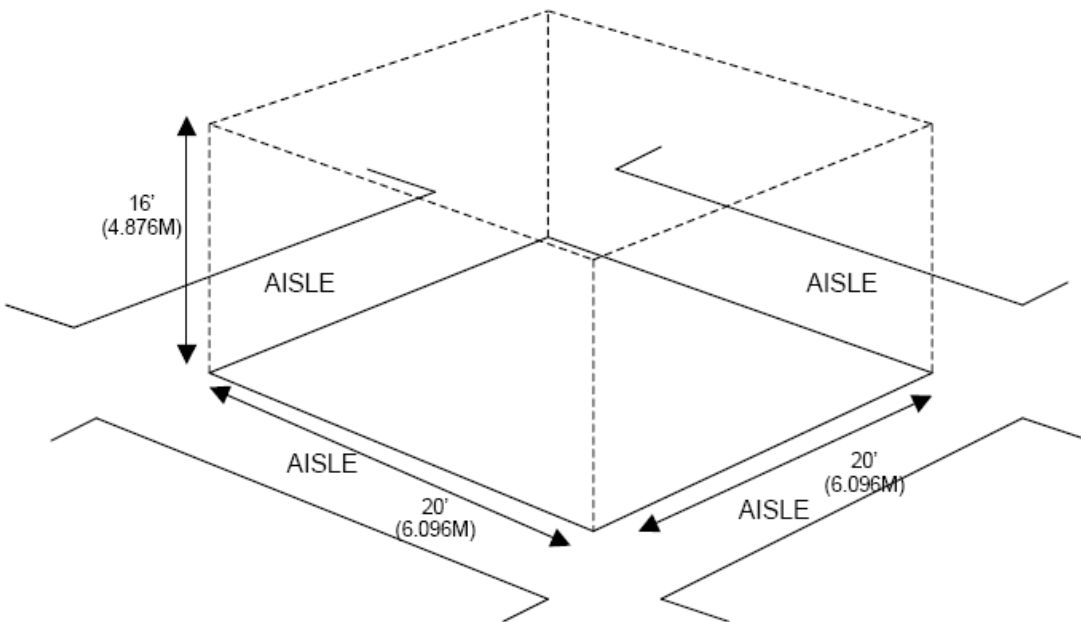
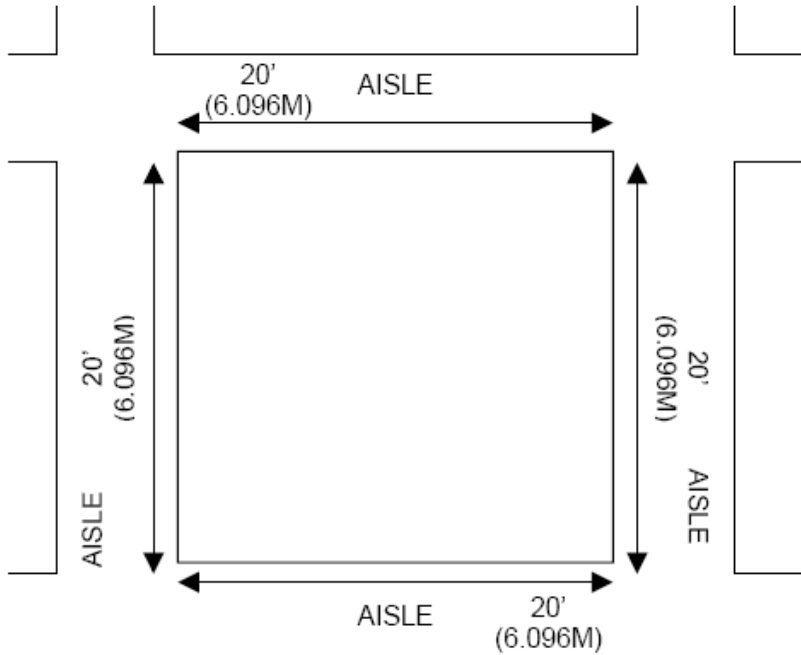


A Split Island Booth is half of an Island Booth, which shares a common back wall with another Split Island Booth.

10' x 20' SPLIT ISLAND BOOTH



An Island Booth is exposed to aisles on all four sides and is typically 20' x 20' and larger.



**SHOWN AS 20' x 20' ISLAND
BOOTH**



Specifications by Booth Size

Height Limitations and Line of Sight

The entire cubic content of all booths may be used up to the maximum allowable heights for each size without any line of sight restrictions. **All linear and corner booths have a height limitation of eight feet (8') including signage. Split islands and island booths have a maximum allowable height of sixteen feet (16') including signage.** Towers in excess of eight feet (8') should have drawings available for inspection. If you plan to construct a multi-story exhibit in which the display fixtures exceed twelve feet (12'), please contact ISPA prior to Conference for approval.

Exposed side walls or back walls of exhibit structures facing neighboring exhibitors must be finished and may not contain logos or branding so as not detract from the neighboring exhibit space. Exhibitors whose exposed walls are not finished may be required to purchase masking drape from the general service contractor.

Other Guidelines

Outlined below are specific guidelines relating to the construction of your booth. For a complete listing of all guidelines, please refer to your ISPA exhibit contract.

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as forklifts. All materials used in display construction or decorating should be made of fire retardant materials.

A few common examples of ISPA Expo restrictions:

1. **Flooring:** A finished floor is required. Mats, rugs and other similar materials are not accepted as finished flooring. Should a booth have an elevated floor, exhibitors are required to display proper caution signage.
2. **Helium Balloons:** Due to visibility requirements, helium balloons are not permitted.
3. **Hanging Signs:** Hanging signs are not permitted.

Storage

Exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem or look unsightly. ISPA determines acceptability of persons, things, conduct and/or printed matter and reserves the right to request the removal of unsightly boxes, bags, collateral, product, etc. from the exhibit floor at the expense of the exhibitor.

Insurance

Insurance liability is the full and sole responsibility of each exhibitor. If using an Exhibitor Appointed Contractor (EAC), insurance coverage is required and must be submitted to GES. A copy should be kept on file during on-site set up and tear down. Additional information regarding a certificate of insurance (COI) for EACs are specified in the [GES Espresso Online Ordering System](#).