Booth Construction

Standard In-line Booths

- Standard in-line booths may not exceed 8’ back wall height including signage.
- Banner stands must be placed on the floor.
- No solid exhibit construction may exceed 48” in height, except in the rear one-half of the booth. For example, in a standard 10’ x 10’ booth, any construction or product above 48” must begin 5’ back from the aisle line.

Island Exhibit Booths

Island exhibit booths (20’ x 20’ size or larger) may extend to a height of 20’ with full use of the floor space permitted. However, this 20’ height restriction includes booth structure and hanging signs. Demonstration areas may not extend to the aisle line of the exhibit; space needs to be left in the exhibit to accommodate spectators.

View the McCormick Place West Exhibit Regulations for fire regulations and more details on enclosed areas or multiple level exhibit spaces.

All island booth diagrams, enclosed area, and multiple level booth diagrams must be sent to Kristy Sloan, AAFP Exhibit Manager by August 10, 2020 for review.

Spanning Aisles

Exhibitors are not permitted to span an aisle by ceiling or floor covering unless purchased with booth space.

General

- Exposed unfinished sides or exhibit backgrounds must be draped. Exhibits will be inspected during set-up and the decorator, with Exhibit Floor Manager approval, will provide draping when deemed necessary. Charges for draping are the exhibitor’s responsibility.
- Exhibit components and signs may not be pasted, taped, nailed, tacked, or otherwise affixed to walls, doors, or any part of the convention center. Damage caused by failure to observe this rule is the exhibitor’s responsibility.
Floor Load
The floor load capacity at McCormick Place West is 350 pounds per square foot in the exhibit hall.

ADA Requirements
Each exhibitor shall be responsible for compliance with the Americans with Disabilities Act within their assigned booth space.

Booth Storage and Fire Laws
- City of Chicago and McCormick Place West fire laws prohibit storing of any materials behind the back curtain of your booth. The Fire Marshall may inspect all exhibits for compliance.
- City of Chicago and McCormick Place West fire laws also require that all literature displayed for distribution be limited. Consult Freeman in the online exhibit service manual for assistance with items you need to place in accessible storage.

Booth Decoration
- Pipe and drape will be provided by Freeman.
- Booths at the AAFP FMX are 10' x 10', or in increments of 10'.
- Standard booth construction includes 8' high black & white back drape and 36" high side drape in black. Standard booth drape colors may not be changed by exhibiting companies.
- Aisle carpet color is Tuxedo (black & white).
- A standard 7" x 44" booth ID sign displaying the exhibitor’s name and booth number is furnished free of charge for standard in-line/linear booths.
- A complete list of booth equipment and prices will be available in the online exhibit service manual.
- **NOTE:** The purchase of exhibit space at the AAFP FMX does not include tables, chairs, booth carpet (mandatory), booth furnishings, electrical, internet, lead management, etc.

Booth Carpet and Booth Cleaning
- **Booth carpeting/floor covering is mandatory** and the responsibility of the exhibiting firm. It must cover the entire floor space within your assigned booth.
- Exhibitors are required to keep their booths clean and free of combustible rubbish. AAFP will provide nightly aisle carpet vacuuming.
- The AAFP has the right to order daily porter service (cleaning), if necessary. Porter service fees will be charged to the exhibiting firm.
- All booth and aisle cleaning services are provided exclusively by Freeman. Order forms are available in the online exhibit service manual.
Signs/Safety Cabling to Ceiling

- Hanging signs are allowed in 20’ x 20’ or larger space and within the 20’ height restriction.
- View the online exhibit service manual for sign rigging information.
- Please contact Kristy Sloan at ksloan@aafp.org regarding hanging signs, safety cabling, and truss lighting regulations.

Electrical Service

- All electrical equipment used for lighting, sound, exhibit equipment, or other special effects must meet National Electrical Code and local electrical codes.
- Electrical fixtures and fittings must be UL listed and marked as such.
- The use of latex cord wire and duplex or triple plugs in displays is not permitted.
- View order forms in the online exhibit service manual.

Par Lighting/Gobo Lighting

- Requests for Par/Gobo Lighting must be submitted to Kristy Sloan at ksloan@aafp.org by August 10, 2020.
- Requests for Par Lighting will be denied if the lighting imposes on the aisles or neighboring exhibitors.
- The exhibitor is responsible for any costs related to installing par lighting which may later be denied approval due to infringing on AAFP or neighboring exhibitor’s space.