



Booth Guidelines - General - Booth Size & Amenities

In-line Booths: 10' wide and 10' deep

Peninsulas/Islands: Refer to floor plan or your confirmed contract

Booth Amenities for Natural MarketPlace 2010:

All booths (except Islands) include

Standard ID sign, 44"L x 7"H, with company name

Standard booth drapery in beige muslin

All other booth amenities not listed above can be ordered through our Official Service Vendors (i.e. carpet, electricity, furniture, storage, floral, temporary staff, computers, labor, material handling, etc.)

Carpet/Floor Covering is not included in the price of the booth, (exception: Non-profit Tabletop) but is required. You may bring your own floor covering.

All Booths also include

Directory promotion Online Buyers' Guide Show Directory/Show Directory Map (deadlines apply)

Online Buyers' Guide Show Directory products, description, brand names, show specials, appointment setting

Six (6) exhibitor badges per 10' x 10' space contracted.

Event promotion on website

Natural Foods Merchandiser event promotion

Electronic Press Kit in the Paperless Press Room

Exhibitor Hosted Events listed on website

Booth Guidelines - Booth Block - Booth Block Definition

Six or more in-line booths with an aisle in between. Booth blocks are permitted to carpet the entire contracted space, including the aisle. The aisle cannot be obstructed.

AISLE USE: Exhibitors purchasing a booth block are permitted to carpet the aisle with their own logo carpeting. Aisles must remain clear to allow for traffic flow.

Booth Guidelines - Canopy & Ceilings - Canopy & Ceilings

Exhibitors are prohibited from installing roofed or multi-story exhibit booths (double-deck) without advance written approval from Show Management and the Clark County Fire Department.

Canopy & Ceiling Definition

An exhibit component supported over an exhibitor's space for decorative purposes only.

Canopy & Ceiling Depth & Height

Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing that the support structures do not exceed 3" (7.62cm) in width when placed within 10 linear feet (3.05m) of an adjoining exhibit and not confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line.

Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part.



(For example, canopies will not exceed 8'3" (2.5m) in height if they are within an in-line booth configuration.) The canopy or false ceiling will not exceed 1'0" (30cm) in depth and cannot be used for identification or display purposes.

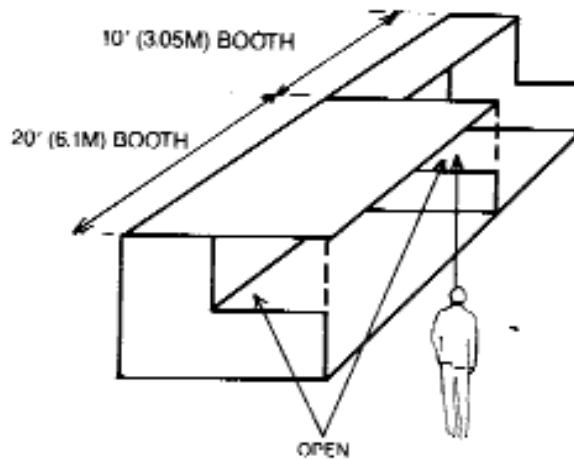
Intent: Exhibitors adjoining exhibits with canopies are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

Exhibitors requiring canopies or false ceilings to create the desired exhibit environment within their booth space should be allowed to do so as long as the canopy and its support structure does not violate the intent of the height or depth regulation.

Construction Concerns

Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to insure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc. All canopies, false ceilings and roofs must be approved by **Friday, May 7, 2010**.

It is our goal to provide each booth full visibility from the aisles. If an exhibitor's booth interferes with this sightline, the offending portion of the exhibit will be removed.



Natural MarketPlace 2010

73rd Annual Natural Products Trade Show and Convention

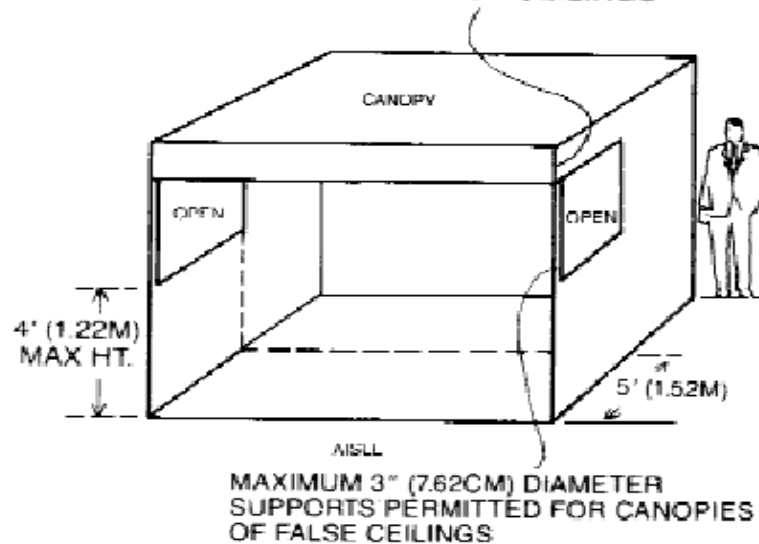
Connecting People, Products and Knowledge

Conference: June 10-12, 2010
Trade Show: June 11-12, 2010



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Las Vegas Convention Center

MAXIMUM 12" (30CM) DEPTH
FOR CANOPIES OR FALSE CEILINGS



Booth Guidelines - Hanging Signs - Hanging Signs

DEADLINE: Friday, May 7, 2010

Island & peninsula booths and booth blocks will be permitted to use hanging signs. Hanging signs are not permitted over in-line booths.

Perimeter wall booths have special guidelines. Please see below.

In addition to booth space, all exhibitors may contract banner space in designated locations on the show floor and lobby.

All hanging signs must be submitted for approval by **Friday, May 7, 2010**. Submit the Booth Guidelines [BOOTH GUIDELINES APPROVAL REQUEST FORM](#) online.

To request labor for your approved hanging sign, visit [Freeman Online](#).

Hanging Sign Definition: An exhibit component suspended above an exhibit of two or more standard units back to back with an aisle on at least three sides for the purpose of displaying graphics or identification.

Hanging Sign Height: Hanging identification signs and graphics will be permitted to a maximum height of 20', provided written approval is received from Show Management. There will be few exceptions to this rule in an effort to standardize the show look.

Intent: Hanging signs are part of the overall exhibit presentation and, therefore, must be treated as a component of the total exhibit configuration. All signs, whether suspended or attached to the exhibit fixture, will be permitted to a maximum height that corresponds to the appropriate exhibit configuration.



Hanging Sign Depth & Size: All hanging signs must be set back ten feet (10') from adjacent booths.

Hanging signs and graphics will be permitted to a total length on each side of the exhibitor's space that does not exceed 50% of the corresponding dimension of the booth.

Intent: Hanging signs, whether double-faced or not, should be set back within the exhibitor's space so as not to detract from the overall impact of the exhibit that is directly adjacent.

The size and number of hanging signs must be limited in order to minimize the stress to the facility ceiling structure on the part of any one exhibitor.

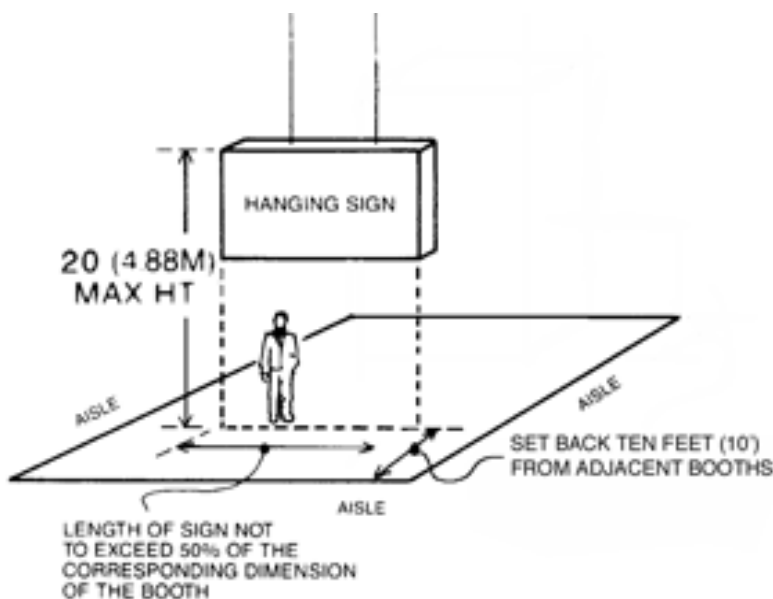
Hanging Sign Structural Integrity: All hanging signs must have drawings available for inspection by Show Management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the component is being hung, suspended and removed at the show site. The drawings must include a signature or stamp of a reviewing structural engineer indicating that the street point for hanging the sign have been properly engineered, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings.

Please note: Exhibitors are encouraged to use lightweight materials in construction of a hanging sign to eliminate excessive stress to the facility ceiling structure.

Intent: Exhibitors adjoining booths with hanging signs are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

Perimeter Wall Hanging Signs: Perimeter wall booths are allowed to hang signs/banners behind their booth space, up to the maximum height of 12' (3.66m), however they must either be hung off the pipe and drape (will need to order 12' pipe and drape from Freeman) or floor supported. No ceiling rigging allowed. These signs must be one sided (no multilisted signs) and must hang flush against the wall. No signs/banners may be taped, nailed, tacked or otherwise fastened to the Convention Center walls/ Columns of any kind.

Please note: All hanging signs must be submitted for approval to Show Management by **Friday, May 7, 2010**





Booth Guidelines - In-Line Booth - In-Line Booth Definition

In-Line Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "linear" booths. I.e. (10' x 15', 10' x 10', 10' x 9', 10' x 8'). A Corner Booth is an In-Line booth exposed on two sides (all other guidelines for in-line booths apply).

Booth Amenities included
Standard ID sign, 44"L x 7"H
8' back and 3' side wall fabric drapery.
Six exhibitor badges per 10' x 10'
Required, but not included: carpeting or floor covering.

Booth Guidelines - In-Line Booth - In-Line Booth Depth & Height

All exhibit and display fixtures, products, signs within 10 linear feet of an adjoining exhibit must be arranged not to obstruct sightlines of neighboring exhibits:

Front of booth (within 5'0" (1.52m) of aisle line)

Maximum 4'0" (1.22m) height

Rear of booth (minimum of 5'0" (1.52m) from aisle line to back drape)

Maximum 8'3" (2.5m) height

Exception: Perimeter wall booths- Maximum height 12'

Exhibitors may be asked to remove their exhibit or display items not in compliance with these guidelines.

Use of Space: Regardless of the number of In-Line booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), display materials should be arranged in such a manner so as not to obstruct sightlines of neighboring exhibitors. When three or more In-Line booths are used in combination as a single exhibit space, the 4ft (1.22m)

height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

If a portion of an exhibit booth extends over 8'3" (2.5m) high, the exhibit booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

It is our goal to provide each booth full visibility from the aisles. If an exhibitor's booth interferes with this sightline, the offending portion of the exhibit will be removed.

Natural MarketPlace 2010

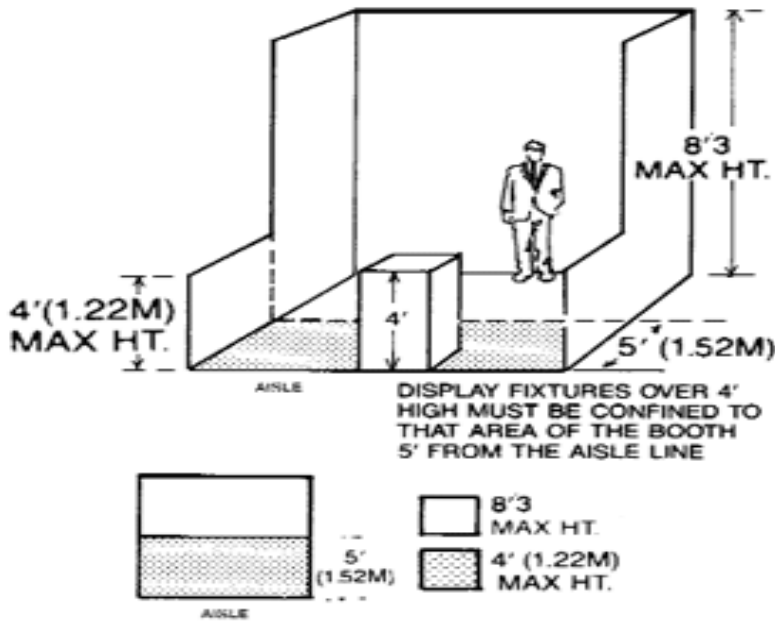
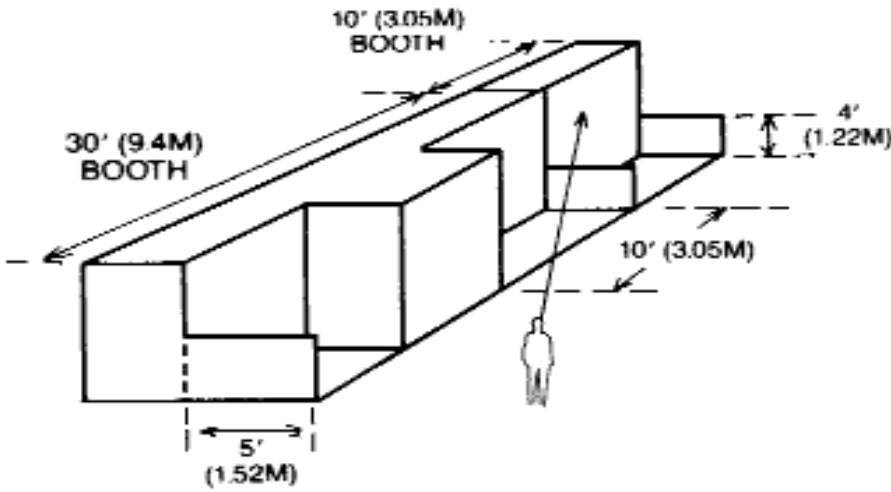
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Booth Guidelines - In-Line Booth - In-Line Booth Construction Concerns

Space dimensions shown on floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

Booth Guidelines - Island Booth - Island Booth Definition

Any size booth exposed to aisles on all four sides.
 Booth Amenities Included
 Six exhibitor badges per 10' x 10'
 Required, but not included: carpeting or floor covering.
 Exhibitors are prohibited from installing roofed or multi-story exhibit booths (double-deck) without advance written approval from Show Management and the Clark County Fire Department.

Booth Guidelines - Island Booth - Island Booth Depth & Height

An island booth is separated by the width of an aisle from all neighboring exhibits.

Island booths do not include any drapery or ID signage. Drapery or signage can be ordered at an additional cost from Freeman. For more information, go to www.freemanco.com.

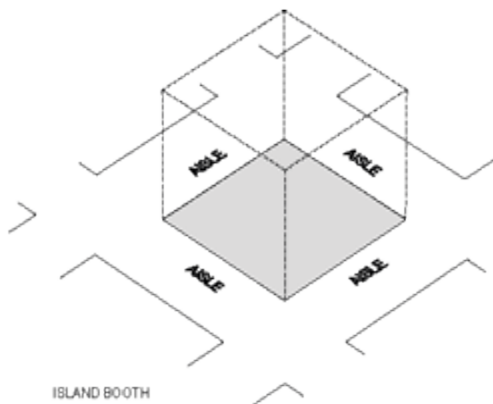
Exhibit fixtures, components and identification signs are permitted to a maximum height of 20'0".

Submit a drawing of your booth, including signage, for approval if taller than 20'0" (Booth Structure may not exceed 16'0". Hanging sign may hang 20' to top of the sign) to tradeshow service department: esk@newhope.com

Intent: When an island booth exceeds 8'3" (2.5m), it does not interfere with other exhibitors because it does not back up against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location.

The 16'0" high exhibit will fit into most exposition centers, thus permitting each exhibitor to get the maximum use of his or her exhibit. The maximum height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest, with each negating the other's efforts.

Hanging Signs: Island booths are permitted to have a hanging sign. Please refer to the **Booth Guidelines: Hanging Signs** section for specific guidelines and information. ALL HANGING SIGNS MUST BE APPROVED BY **Friday, May 7, 2010**. Submit the [Booth Guidelines APPROVAL REQUEST FORM](#) online.





Booth Guidelines - Island Booth - Island Booth Structural Integrity

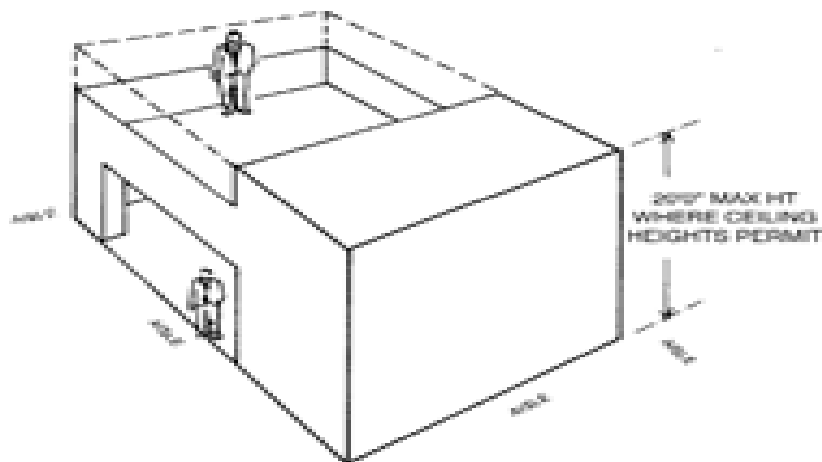
All exhibit fixtures and components exceeding 16'0" in height must have drawings available for inspection. The drawings must include a signature or stamp of a reviewing registered structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings and conforms to the current uniform building code.

Any booths with four walls and a ceiling will require a smoke detector and an annunciator located on the exterior of that space.

INTENT: Exhibitors in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a linear booth.

Booth Guidelines - Island Booth - Multi-Story Exhibit Booth

- Each enclosed or covered area must be protected by an audible smoke detector. This includes storage closets built into the exhibit.
- Each enclosed or covered area must display a charged fire extinguisher with a minimum rating of 2A20BC.
- The maximum occupancy of the load-bearing area(s) in a multi-story exhibit is limited to one person per fifteen square feet of floor space, not to exceed a total of twenty-five persons. This maximum occupancy must be posted.
- There must be at least two means of egress from each load bearing area(s) in excess of 200 square feet in a multi-story exhibit, or from each covered assembly area in excess of 200 square feet.
- A fire prevention attendant shall be provided by the exhibitor and shall be on duty at all times that the exhibit hall is closed, from the time that the enclosure is completed until the time that the enclosure is dismantled.
- The plans must be certified and sealed by a licensed structural engineer or licensed architect. These plans will be reviewed by the Clark County Fire Department for approval and permit processing.
- Exhibits may not be installed without approval and permit processing. The Clark County Fire Department has the authority to stop work and prohibit occupancy of booths that are not in compliance.





Booth Guidelines - Peninsula Booth - Peninsula Booth Definition

Exhibit with two or more standard units (10 x 10s) with aisles on three sides. Peninsula booths back up to another peninsula booth. The two peninsula booths share a common back wall drape, 8'0" high.

- Amenities Included
 Standard ID sign, 44"L x 7'H
 Back wall drape.
 Six exhibitor badges per 10' x 10'
 Required, but not included: carpeting or floor covering.

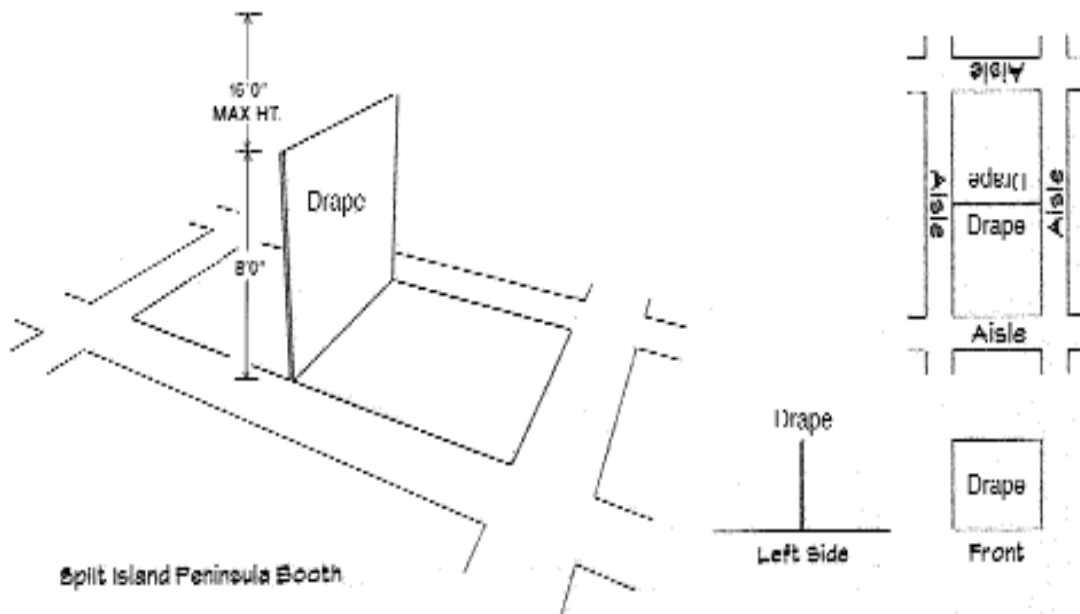
Booth Guidelines - Peninsula Booth - Peninsula Booth Depth & Height

Exhibit fixtures, components and identification signs are permitted to a maximum height of 20'0". Graphics are not permitted on the back side of the booth.

Submit a drawing of your booth, including signage, for approval if taller than 20'0" (Booth Structure may not exceed 16'0". Hanging sign may hang 20' to top of the sign) to tradeshow service department: esk@newhope.com

If your booth height exceeds 8'3" you will be responsible for having the backside of your booth finished with either 16' drape, or finished display walls.

Hanging Signs: Peninsula booths are permitted to have a hanging sign. Please refer to the **Booth Guidelines: Hanging Signs** section of the service kit for specific guidelines and information. ALL HANGING SIGNS MUST BE APPROVED BY **Friday, May 7, 2010**. Submit the [Booth Guidelines APPROVAL REQUEST FORM](#) online.

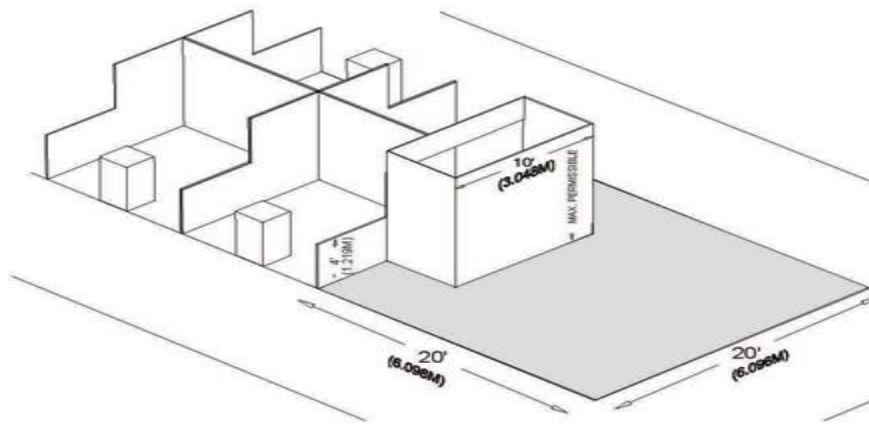




Booth Guidelines - Peninsula Booth - Endcap Peninsula

An Endcap Peninsula booth is 20'x20' and backs up to inline booths. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to four feet (4') high within five feet (5') of each permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16') is the maximum height allowance, including signage for the center portion of the backwall. The backwall of your booth must be finished on the back side facing other booths, but may not have any decoration.

Hanging Signs: Peninsula booths are permitted to have a hanging sign. Hanging signs are only allowed in the front 10' of your booth. Please refer to the Booth Guidelines: Hanging Signs section of the service kit for specific guidelines and information. **ALL HANGING SIGNS MUST BE APPROVED BY Friday, May 7, 2010.**



Booth Guidelines - Perimeter Wall Booth - Perimeter Wall Booth Definition

In-line (Linear) booths that back to an outside wall of the exhibit facility rather than to another exhibit (10' x 15', 10' x 10', 9' x 10', 8' x 10').

Booth Amenities Included

Standard ID sign, 44"L x 7"H

8' back and 3' side wall fabric drapery.

Six exhibitor badges per 10' x 10'

Required, but not included: carpeting or floor covering.



Booth Guidelines - Perimeter Wall Booth - Perimeter Wall Booth Depth & Height

All exhibit and display fixtures, products, signs within 10 linear feet of an adjoining exhibit must be arranged not to obstruct sightlines of neighboring exhibits:

Front of booth (within 5'0" (1.52m) of aisle line)

Maximum 4'0" (1.22m) height

Rear of booth (minimum of 5'0" (1.52m) from aisle line to back drape)

Maximum 12'0" (3.66m) height

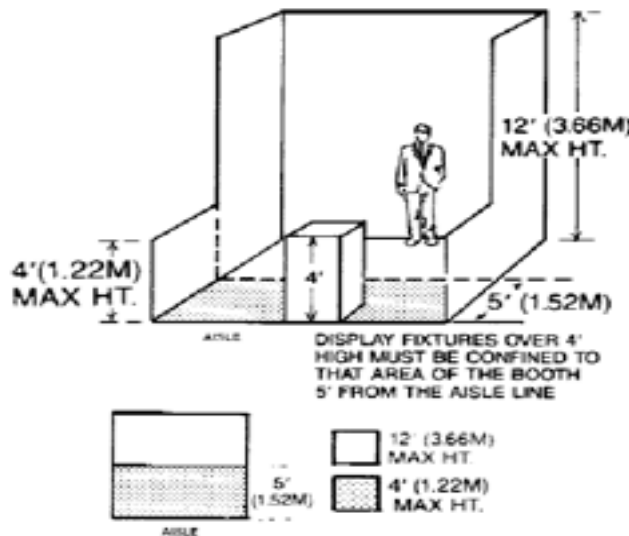
Exhibitors may be asked to remove display items not in compliance with these guidelines.

Use of Space: Regardless of the number of In-Line booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), display materials should be arranged in such a manner so as not to obstruct sightlines of neighboring exhibitors. When three or more In-Line booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

Because the outer perimeter booths are not backed up against another exhibitor's booth, display back walls and material over 8'3" (2.5m) will not interfere with or distract from any other exhibit booth.

It is our goal to provide each booth full visibility from the aisles. If an exhibitor's booth interferes with this sightline, the offending portion of the exhibit will be removed.

All hanging signs must be submitted for approval by **Friday, May 7, 2010**.





Booth Guidelines - Perimeter Wall Booth - Perimeter Wall Booth Construction Concerns

Space dimensions shown on floor plan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

Design your booth so that it can be used either at the 8'3" (2.44m) height or the 12'0" (3.66m) height, so that it will not have to be reconstructed if a 12'0" perimeter-wall space is not available at a future show.

Booth Guidelines - Perimeter Wall Booth - Signs/Banners

Perimeter wall booths are allowed to hang signs/banners behind their booth space, up to the maximum height of 12' (3.66m), however they must either be hung off the pipe and drape (will need to order 12' pipe and drape from Freeman) or floor supported). No ceiling rigging allowed. These signs must be one sided (no multisided signs) and must hang flush against the wall.

No signs/banners may be taped, nailed, tacked or otherwise fastened to the Convention Center walls/ columns of any kind, or cover any fire equipment.

All hanging signs must be submitted for approval by **Friday, May 7, 2010**.

Natural MarketPlace Exhibitor Service Kit
Tradeshow Service Desk
1.303.998.9208
esk@newhope.com
Freeman Exhibitor Services Department 1.702.579.1700
[Freeman Online Exhibitor Service Kit](#)