Exhibit Specifications

These expanded Exhibit Specifications have been adopted to give each exhibitor more effective use of space without infringing on the rights of neighboring booths. Rules and Regulations including updated exhibit specifications are found in the online Exhibitor Service Kit.

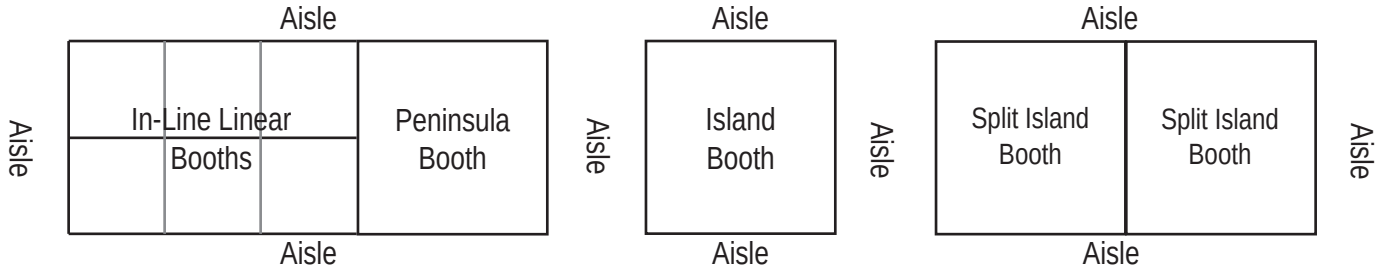
SWPSS reserves the right to ensure that the equipment and product being displayed is not placed in the booth in a manner which obstructs other exhibitors' displays. Any equipment or product scheduled for exhibition, which could possibly cause a conflict or infraction, should be cleared and approved by SWPSS by December 1, 2026.

The price of your exhibit space includes back and side drape and a company identification sign. Exhibitors will not be permitted to purchase back-to-back booths and remove the existing back drape. Exhibitors may purchase multiple 10x10 booths in a row and remove the existing side rails between the booths.

If you have any questions about your exhibit configuration, these Exhibit Specifications or any matter pertaining to exhibiting at SWPSS events, call the SWPSS Operations Department 972.929.3169 x207.

SALES CONTACT INFORMATION

Blaine Siske | 800.773.7440 x203| bsiske@mpire-group.com

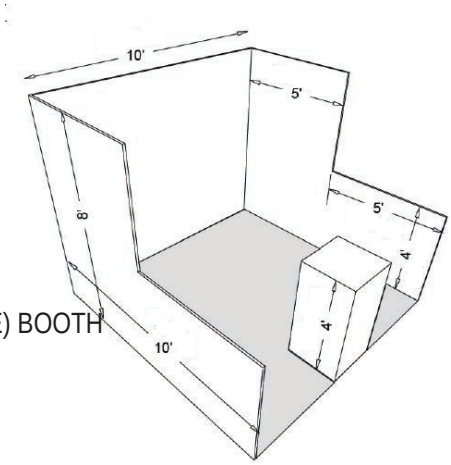


SEE MORE LEARN MORE EARN MORE

LINEAR BOOTH
Linear booths have one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths.

Dimensions:
For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of ten feet (10’) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear booths are ten feet (10’) deep, i.e. 10’x10’. A maximum back wall height limitation of eight feet and three inches(8’3”) is allowed.

USE OF SPACE
Regardless of the number of Linear booths utilized, (e.g. 10’x20’, 10’x30’, 10’x40’, etc.) display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet and three inches(8’3”) is allowed only in the rear five feet of the booth space, with a four foot (4’) height restriction imposed on all materials in the remaining five feet forward to the aisle. (Note: When three or more Linear booths are used in combination as a single exhibit space, the four foot (4’) height limitation is applied only to that portion of exhibit space which is within ten feet (10’) of an adjoining booth.)

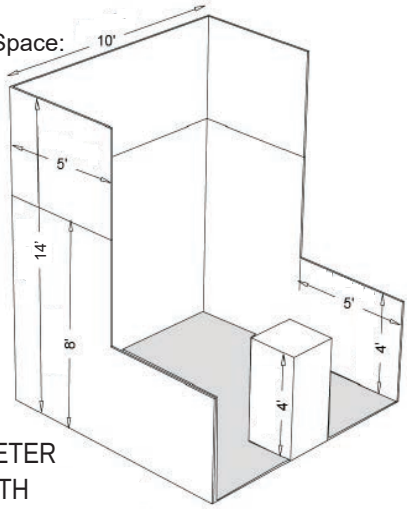


LINEAR (IN-LINE) BOOTH

CORNER BOOTH
A corner booth is defined as a booth exposed to an aisle on two sides, or a booth without an adjacent exhibitor within ten (10) feet.

PERIMETER BOOTH
A Perimeter Booth is simply a Linear Booth that backs up to a wall of the exhibit facility rather than to another exhibit.

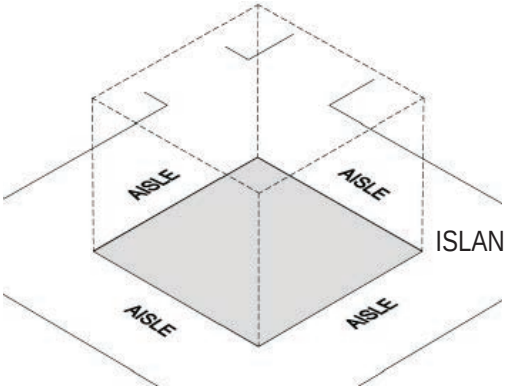
Dimensions And Use Of Space:
All guidelines for Linear Booths apply to Perimeter Booths except that the allowed height is fourteen feet (14’).



PERIMETER BOOTH

ISLAND BOOTH
An Island booth is any 20’x20’ booth or larger exposed to aisles on all four sides.

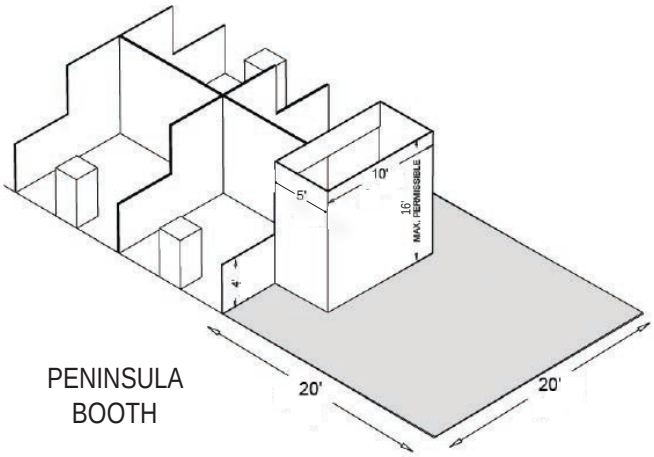
Use Of Space:
The entire cubic content of the space may be used up to the maximum allowable height, which is sixteen feet (16’), including signage.



ISLAND BOOTH

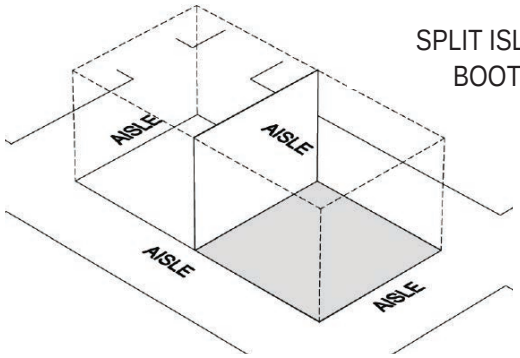
PENINSULA BOOTH
A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths: (a) one that backs up to Linear Booths, and (b) one that backs up to another Peninsula Booth and is referred to as a “Split Island Booth.”

Dimensions:
A Peninsula Booth is 20’x20’ or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to four feet (4’) height within five feet (5’) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Twelve feet (12’) is the maximum height allowance, including signage for the center portion of the back wall.



PENINSULA BOOTH

SPLIT ISLAND BOOTH
A Split Island Booth is a Peninsula Booth, which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line of sight restrictions. Twelve feet (12’) is the maximum height allowance, including signage for the center portion of the back wall, without paying an additional ten percent (10%) up charge.



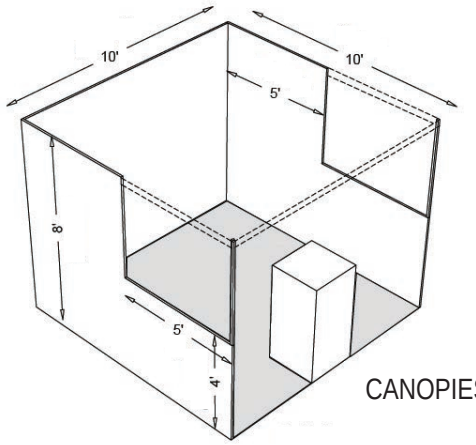
SPLIT ISLAND BOOTH

MULTI-STORY/CANOPIES/CEILINGS
Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line of sight requirements (see “Use of Space for Linear or Perimeter Booths”).

The base of the Canopy should not be lower than seven feet (7’) from the floor within five feet (5’) of any aisle. Canopy supports should be no wider than three inches (3”). This applies to any booth configuration that has a sight line restriction, such as a Linear Booth.

Multi-Story Exhibits follow the same guidelines as Island Booths. See Island Use of Space on page 2.

Any exhibitor utilizing Multi-Level/Canopies/Ceilings exhibits or covered exhibits must notify SWPSS Show Management in writing no later than 60 days from opening date of event, for approval and further instruction.



CANOPIES/CEILING

TOWERS
A Tower is a freestanding exhibit component separate from the main exhibit fixture that is used for identification display purposes only. The height is the same as that which applies to the appropriate exhibit configuration being used.

ADDITIONAL NOTES
Should your booth exceed eight (8’) feet in height, and you back up to another exhibitor’s booth, you must “finish” the portion of your booth that exceeds eight (8’) feet and backs up to your neighbor’s booth. SWPSS reserves the right to have the decorator make adjustments to unfinished portions of your booth that back up to neighboring booths at your expense. The additional fees paid to SWPSS for special booth configurations are in addition to any charges by show decorator or the facility for equipment and labor to make these modifications.

All booths are 10’x10’ unless otherwise noted. All aisles are ten (10’) feet unless otherwise noted.

All booths are required to have a floor covering. This can be provided by the exhibitor or rented through the General Service Contractor Freeman.

VARIANCES
Any exceptions or alterations to the restrictions and boundaries described herein must meet with the approval of Show Management and must be obtained prior to the booth set up.

At the Show, if Show Management determines that your exhibit obstructs or interferes in any way with other exhibits in the area, you will be asked to conform to the rules during the Show. If you are unable to comply with the rules, you may be instructed to dismantle your booth or the part of the booth that does not conform. Show Management will not give refunds to any exhibitors asked to dismantle their booths.

Exhibit Specifications are subject to change at the discretion of Show Management. All updates will be posted to the Exhibitor Service Manual online at www.swpsshow.com.

Southwest Pool & Spa Show

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