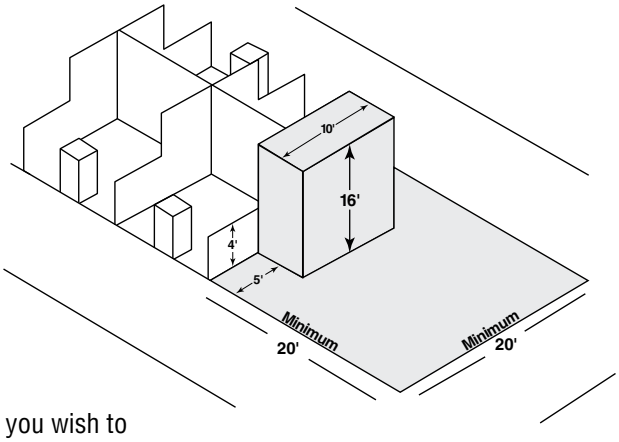
Peninsula Booth

PRI 2014 Indianapolis
December 11–13, 2014
Indiana Convention Center • USA

*** ALL PENINSULA EXHIBITORS ARE REQUIRED TO SUBMIT ACCURATE RENDERINGS AND DIMENSIONS OF THE PENINSULA EXHIBIT TO TRADE SHOW MANAGEMENT FOR APPROVAL PRIOR TO THE SHOW.**

(For questions, please contact Tammy Naylor at 949.499.5413 or email: tammyn@performanceracing.com)



Definition

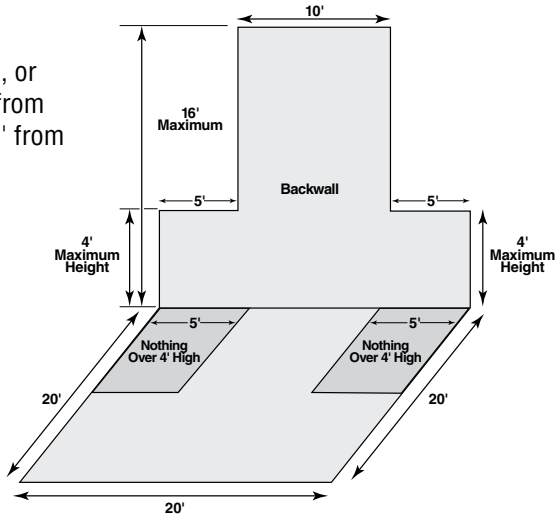
Exhibit with four or more 10' x 10' standard units back to back with an aisle on three sides. Exhibitor cannot create an island effect with flooring variation, within 10 linear feet of a neighboring exhibitor.

Intent

Peninsula booths are normally faced toward the cross aisle. However, if you wish to have a different configuration, Show Management must approve your booth designs.

Height

The maximum height permitted for any non-hanging sign, display, product, fixture, or decoration within the exhibit is 16', provided it is not located in the area that is 5' from the aisle and 10' from any neighboring exhibit. In the area 5' from the aisle and 10' from a neighboring exhibit, the maximum height for any non-hanging sign, display, product, fixture, or decoration is 4'. This includes the booth circumference height.



Dimensions

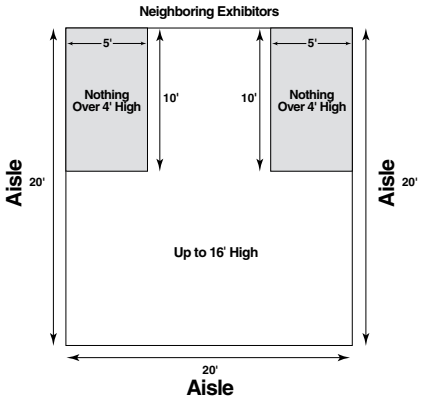
Exhibit structures must be constructed to allow 9" for utility service access at the rear, i.e. a 20' x 30' exhibit space has 29' 3" usable space from front to back wall.

Depth

Absolutely no display fixtures can be over 4' in height and placed within 10 linear feet of a neighboring exhibit, unless it is within 5' of the centerline to avoid blocking the sight line from the aisle to the adjoining booth.

Intent

Exhibitors adjoining peninsula exhibits are entitled to the same reasonable sight line from the aisle, as they would expect if they were adjacent to an exhibitor with a standard booth.



Opening

Peninsula exhibits must have a minimum 10' wide entrance every 20'.

Finished Booth Surfaces

Peninsula exhibits must have a finished back wall and finished sides. Plain drape or unfinished hard-walls are not permitted. Drape and hard-wall may be silk-screened with company identification. Any portion of the exhibit bordering another exhibitor's exhibit space must have the back side of that portion finished, and must not have any company identification.

PLEASE NOTE:

PRI needs to ensure every peninsula exhibitor is working within the booth guidelines to be fair to other peninsula exhibitors as well as the neighboring exhibits behind and around your company's exhibit. Please refer to the PRI Exhibit Space Rental Contract as it states, "Exhibits out of regulation–PRI Management will have the right to decide at any time if an exhibitor is not in compliance to PRI booth guidelines. Any booth infraction found onsite must be fixed and comply within PRI booth guidelines prior to opening of the show. If the exhibitor wishes not to comply with PRI booth guidelines, the exhibitor will be asked to leave the show without a refund of booth payment."

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Two-Story Peninsula

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*** ALL TWO-STORY PENINSULA EXHIBITORS ARE REQUIRED TO SUBMIT ACCURATE RENDERINGS AND DIMENSIONS OF THE TWO-STORY PENINSULA EXHIBIT PRIOR TO THE SHOW TO TRADE SHOW MANAGEMENT, THE CONVENTION CENTER AND THE FIRE MARSHAL FOR APPROVAL.**

Definition

Exhibit with four or more 10' x 10' standard units back to back with an aisle on three sides on the bottom level, with a second story. Exhibitor cannot create an island effect with flooring variations, within 10 linear feet of a neighboring exhibit.

All drawings must meet structural criteria codes.

Guidelines

1. All 2-story peninsula exhibitors are required to submit accurate renderings and dimensions of the 2-story peninsula exhibit prior to the show to Trade Show Management, the Indiana Convention Center and the Fire Marshal for approval.
2. Plans should be submitted and approved before exhibit construction begins and must adhere to the following:
   a. Plans must be scaled, signed and dated by a registered architect or engineer.
   b. Plans must include the show name and dates.
   c. Plans must include exhibitor's name and assigned booth number.
   d. Plans must include directional information (i.e. indicate neighboring aisles and/or booth numbers).
   e. Plans must indicate maximum exhibit height, within the booth. Height guidelines are established, per event, by show management. Refer to the Booth Guidelines section in this Exhibitor Service Manual.
   f. Please send a copy of a scaled, signed and dated blueprint (with front and side elevations), by a registered architect or engineer, to:

      Tammy Naylor, Trade Show Specialist
      Performance Racing Industry
      31706 South Coast Hwy
      Laguna Beach, CA 92651

Fees

Bottom Level – $1,600 per booth, four-booth minimum.
Top Level – 50% of earned booth rate applied for upper level total square footage.

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Peninsula Banner Hanging

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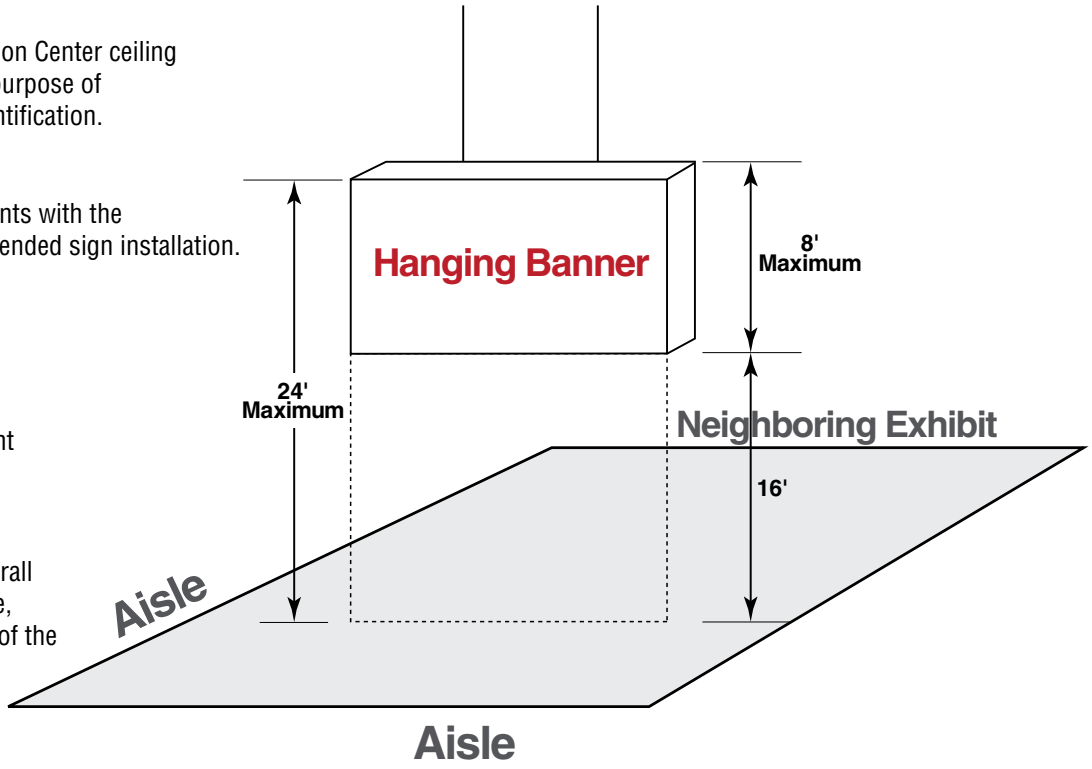
Definition
A sign suspended from the Convention Center ceiling above a peninsula exhibitor for the purpose of displaying graphics or company identification.

Important
Exhibitors must make arrangements with the Convention Center labor for suspended sign installation.



Height
Hanging identification signs and graphics will be permitted to a maximum height of 24' from the floor to top of sign. (Maximum height of sign not to exceed 8' in height.)

Intent
Hanging signs are part of the overall exhibit presentation and therefore, must be treated as a component of the total exhibit configuration.

Depth
All hanging signs must be set back at least 10' from the back line 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.

Size
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. (Please refer to diagram.)

Example:
20' x 20' = 8' High x 10' Wide
20' x 30' = 8' High x 15' Wide
20' x 40' = 8' High x 20' Wide
20' x 50' = 8' High x 25' Wide
20' x 60' = 8' High x 30' Wide

Intent
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.

Structural Integrity
All hanging signs must meet Indiana Convention Center engineering requirements as to structural integrity.

Please Note:
Any type of balloon or helium filled device may not be hung, distributed, used or displayed.

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Standard Linear Booth

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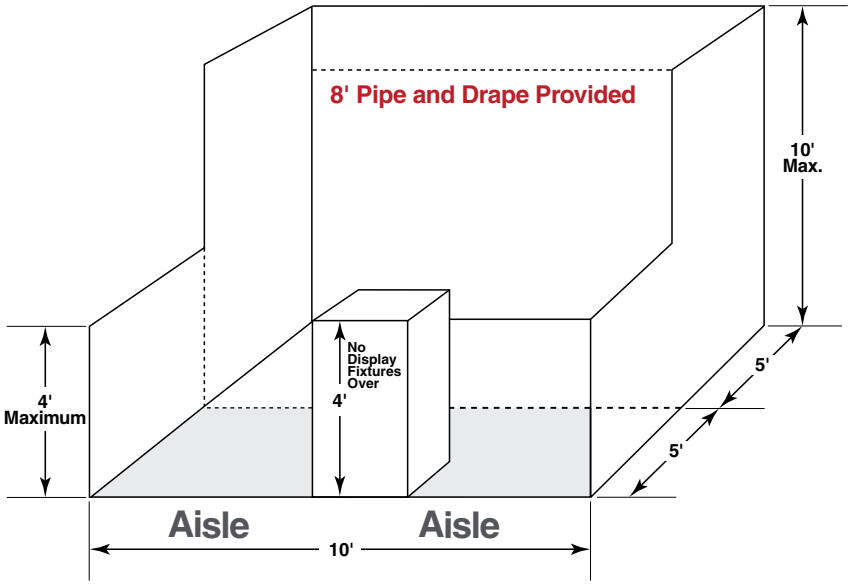
Definition
One or more standard 10'x10' units in a straight line configuration.

Height
Exhibit, fixtures, components and identification signs will be permitted to a maximum height of 10'. (An 8' pipe and drape is provided.)

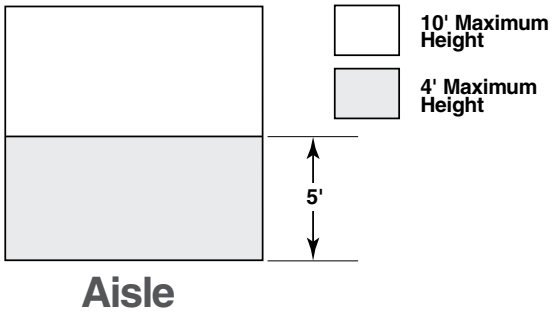
Intent
If a portion of an exhibit booth extends above 10' high, the exhibit booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

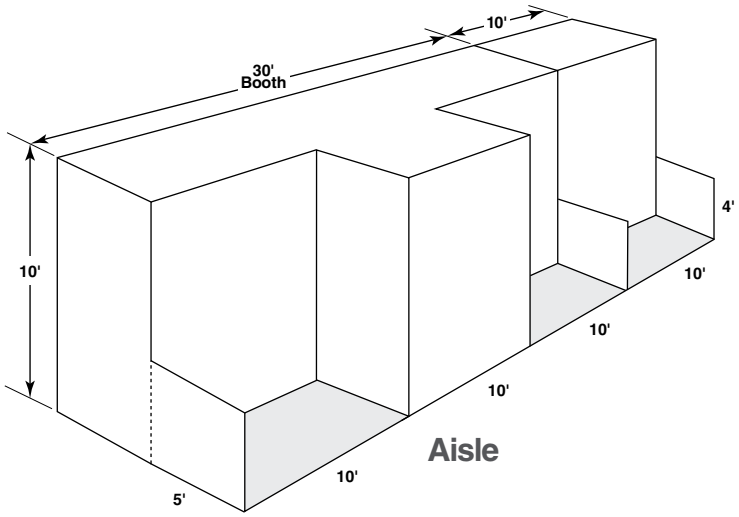


Depth
All display fixtures over 4' in height and placed within 10 linear feet of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5' from the aisle line. (Please refer to diagram.)

Intent
Each exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of exhibit. Exhibitors with large space—30 linear feet or more — should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4' and within 10 linear feet of a neighboring exhibit is intended to accomplish both of these aims.

Important!
Space dimensions shown on floor plan are from centerline 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.





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Canopies & Ceilings

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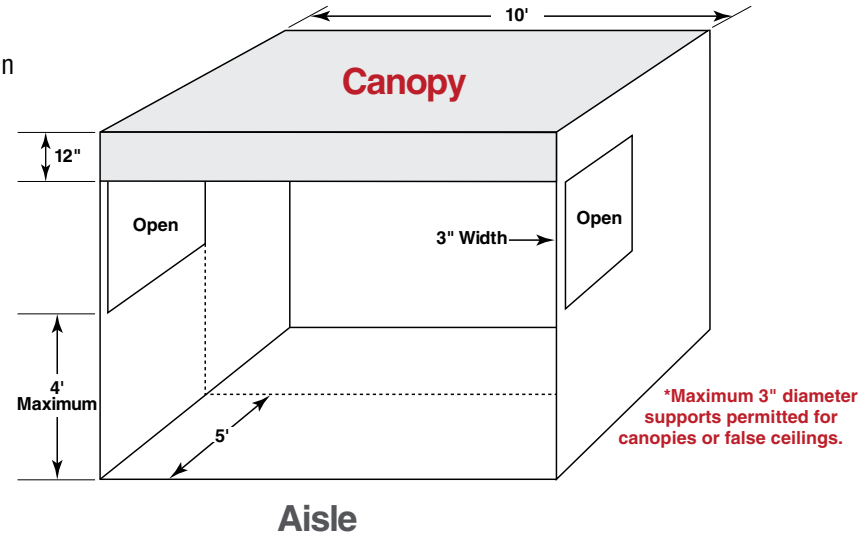
Definition
An exhibit component supported over an exhibitor's space for decorative purposes only.

Important!
Canopy materials must meet all fire code regulations. Exhibitor must provide at least (1) 2-A, 10-BC portable, dry chemical fire extinguisher. Fire extinguisher(s) must be mounted in a visible location and be accessible at all times.

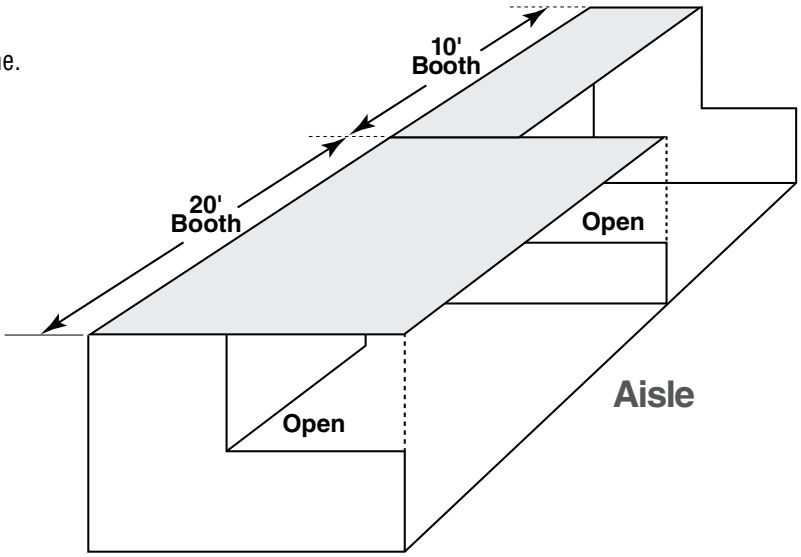
Height
Canopies, false ceilings and umbrellas will be permitted to a height that corresponds to the height regulation for the appropriate exhibit configuration of which they are a part. For example, canopies will not exceed 10' in height in a standard booth configuration.

Intent
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.



Depth
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 structure will not exceed 3" in width when placed within 10 linear feet of an adjoining exhibit and not confined to that area of the exhibitor's space, which is at least 5' from the aisle line.

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



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Trailer Exhibits

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- **Mandatory Move-In Appointment Time**
  All PRI Trade Show trailer exhibitors will be called by the PRI Trade Show Department and will be given a move-in appointment time.

- **Marshaling Yard Clearance**
  Absolutely no trailers / haulers may be brought into the convention center without going to the marshaling yard staging area first.

- **Booth Width**
  In order to maintain a safe environment and retain parity among fellow trailer exhibitors, it is imperative that all trailer and hauler exhibits do not protrude into the aisles. Every trailer exhibitor must fit within the allotted 10-foot-wide booth space. If an exhibitor needs to extend a pop-out or canopy or any other element of their booth display past 10 feet, that exhibitor must purchase a 20-foot-wide booth space.

- **Fuel Levels**
  Per Indiana Convention Center Fire Regulations, all trailers/haulers must have less than 1/4 tank of fuel prior to entering the exhibit hall.

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General Booth Guidelines

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Aisle Carpet

All exhibitor carpet must not extend out to the aisle carpet.

Booth Change Policy

Changes to booth locations can occur at any time from the initial assignment through show opening. Modifications to an exhibitor's display, including, but not limited to fixture placement, material display, material distribution, model's attire, and noise levels, may be made by Show Management at any time.

Bridging Peninsulas

An exhibitor may "bridge" the aisle between two side-by-side peninsula booth spaces in accordance with the following regulations:

- Minimum height – 10'
- Maximum height – 16'
- The actual bridge structure may not exceed 4' in height.
- The "bridge" must be a bonafide structural component of the booth, such as a roof. Signs and banners are prohibited unless they conform to the architectural integrity of the booth and the bridge.
- Architectural renderings must be submitted and approved by Show Management at least three months prior to the first day of the show.

Machinery Row

Machinery Row Peninsula exhibitors may exercise a variance from PRI booth guidelines due to the nature of the size and bulk equipment being displayed.

Please Note: Machinery Row Exhibitors who order a total of 100 amps or more will have the transformer (see photo below) located inside their booth space.

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