

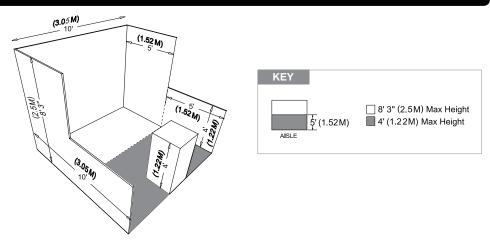
2019 EXHIBIT DESIGN REGULATIONS

STANDARD BOOTH (IN-LINE, 1 CORNER AND 2 CORNER)

DEFINITION - Exhibit consisting of one or more standard units in a straight line. Also called "In-line" or "Linear" Booths.

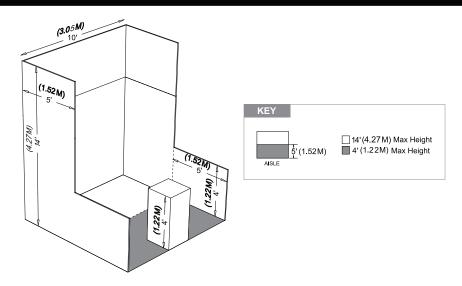
HEIGHT - Exhibit fixtures, components, products and identification signs will be permitted to a maximum height of 8ft 3in (2.5m) except where height is limited to 4ft (1.22m) maximum. See "DEPTH."

DEPTH - Display fixtures and product over 4ft (1.22m) in height may not be placed within 5ft (1.52m) of the aisle line and 10ft (3.05m) of the neighboring exhibitor. If a booth has less than 10ft of depth (aisle line to back of booth), display fixtures and product over 4ft in height must be placed in the back half of the booth.



PRODUCT DISPLAY - If the height of your product is over 8ft 3in (2.5m) and cannot be altered to meet the design regulations for a Standard Booth, you must be assigned to a Perimeter, Peninsula, or Island Booth. Your product, along with your display, must comply with all regulations set for your particular booth type as stated in these Exhibit Design Regulations.

PERIMETER BOOTH



DEFINITION - Standard Booth located on the outer wall of the exhibit floor.

HEIGHT - Exhibit fixtures, components, products and identification signs will be permitted to a maximum height of 14ft (4.27m) except where height is limited to 4ft (1.22m) maximum. See "DEPTH."

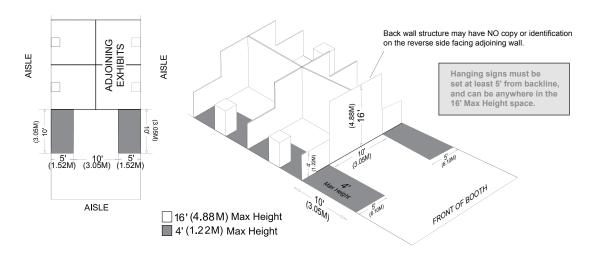
DEPTH - Display fixtures and product over 4ft (1.22m) in height may not be placed within 5ft (1.52m) of the aisle line and 10ft (3.05m) of the neighboring booth. If a booth has less than 10ft of depth (aisle line to back of booth), display fixtures and product over 4ft in height must be placed in the back half of the booth.

PENINSULA BOOTH

DEFINITION - Exhibit exposed to aisles on three sides facing a cross aisle. Peninsula Booths in NRA Show face north or south towards the cross aisles which run east and west.

NOTE: Check your Confirmation Contract to confirm your booth type before designing your exhibit. Not all booths with three open sides are considered Peninsula Booths

HEIGHT - Exhibit fixtures, components, products and identification signs will be permitted to a maximum height of 16ft (4.88m) except where height is limited to 4ft (1.22m) maximum. See "DEPTH."



DEPTH - Display fixtures over 4ft (1.22m) in height may not be placed within 5ft (1.52m) of the aisle line and 10ft (3.05m) of the neighboring booth to avoid blocking sight lines of exhibitors next to the back wall of a Peninsula Booth (refer to image for clarification).

DRAPE - The drape will be set at 4ft for the first 5ft in from the aisle, then up to 8ft in the middle, and back down to 4ft for the remaining 5ft from the opposite aisle.

APPROVAL - Booth designs not approved by NRA in advance of the Show will not be installed on the Show floor. Submit your floor plan for approval to nraexhibitorservices@restaurant.org.



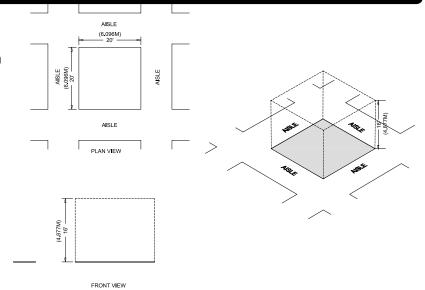
2019 EXHIBIT DESIGN REGULATIONS

ISLAND BOOTH

DEFINITION - Exhibit exposed to aisles on all four sides.

HEIGHT - Exhibit fixtures, components, products and identification signs will be permitted to a maximum height of 16ft (4.88m) from the floor to the highest point in the booth.

APPROVAL - Booth designs not approved by NRA in advance of the Show will not be installed on the Show floor. Submit your floor plan for approval to nraexhibitorservices@restaurant.org.



HANGING SIGNS

DEFINITION - Any exhibit component, including but not limited to signs and machinery, that are hung from or attached to ceilings, exhibit structures, or building supports for the purpose of displaying graphics or identification. Hanging signs will be permitted in Island and Peninsula Booths only.

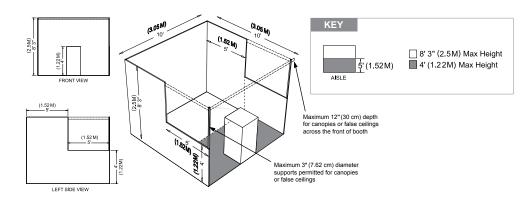
HEIGHT - Hanging identification signs and graphics will be permitted to a maximum height of 16ft (4.88m) from the floor to the highest point in the booth in an Island or Peninsula Booth, provided written approval is received from NRA.

DEPTH - Peninsula Booths: Hanging signs must comply with depth requirements set forth under regulations for a Peninsula Booth. In addition, hanging signs must be set 5ft (1.52m) from the backline of the booth. **Island Booths:** Full use of booth dimensions is permitted.

CANOPIES AND CEILINGS

DEFINITION - An exhibit component supported over a booth space for decorative or functional purposes only; may not be used for identification or display purposes.

HEIGHT - Canopies, including ceilings, umbrellas and canopy frames, will be permitted to the height regulation for the appropriate booth type of which they are a part. For example, canopies will not exceed 8ft 3in (2.5m) in height in a Standard Booth. Furthermore, the canopy or false ceiling will not exceed 12in (30cm) in depth. The base of the canopy cannot be lower than 7ft from the floor within 5 ft of any aisle.



DEPTH - Canopies may extend out to the aisle line and up to the booth line on either side of an exhibitor's space providing the support structure does not exceed 3in (7.62cm) in width when placed within 5ft (1.52m) of the aisle line and 10ft (3.05m) of the neighboring exhibitor.

NOTE: Signs or branding are not permitted on the top of the area of the canopy or false ceiling if that portion is facing a neighboring exhibit within 10 ft.

MULTI-STORY EXHIBITS

DEFINITION - A Multi-Story exhibit is a two-story structure where the second story is functional and may be occupied by people. *Multi-Story exhibits will be permitted in Island and Peninsula Booths only.*

HEIGHT - Multi-Story exhibits may not exceed 16ft (4.88m) in height, including signage. Exhibitors using Multi-Story exhibits must abide by all regulations defined for their respective booth type.

STRUCTURAL INTEGRITY - All Multi-Story exhibits, whether people will occupy the upper level or not, must have drawings available on site for inspection by the installation and dismantling contractor and governmental authorities during the time the exhibit is being erected, exhibited and dismantled at the exhibit site. The drawings must include a signature or stamp of a reviewing structural engineer indicating the structural design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating the structure is built in accordance with the details and specifications set forth in the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.

APPROVAL - When installing a display with a ceiling or second level, exhibitors must get approval from McCormick Place Safety & Security Department to insure their display meets with necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, ADA guidelines, etc. Submit plans to nraexhibitorservices@restaurant.org AND Dan Cozzi at DCozzi@mccormickplace.com or to McCormick Place, 2301 S. Lake Shore Drive, Chicago, IL 60616, ATTN: Fire Marshall, Safety and Loss Prevention.