

ASGCT EXHIBIT BOOTH CONSTRUCTION GUIDELINES

What to anticipate and steps to ready your reserved exhibit booth space at ASGCT's 27th Annual Meeting!



**American Society of
Gene & Cell Therapy**

27th Annual Meeting

Annual Meeting Dates:
May 7th – 11th, 2024

Exhibit Hall Open:
May 7th – May 10th, 2024

Location:
Baltimore Convention Center
Baltimore, MD

Exhibit Hall:
Halls C – G, Level 100

ASGCT follows the exhibit
booth guidelines
developed by the
International Association
of Exhibitions and Events
(IAEE):

[IAEE Guidelines for Display
Rules and Regulations – 2019
North American Update](#)

Please refer to pages 6-11
of the 2024 ASGCT
Exhibitor Terms &
Conditions for full
guidelines and
enforceable policies:

[ASGCT Exhibitor Terms &
Conditions](#)

Questions? Please email exhibits@asgct.org to connect with a
member of the Development Team

Thank you again for exhibiting with ASGCT!

Unfurnished Exhibit Booths

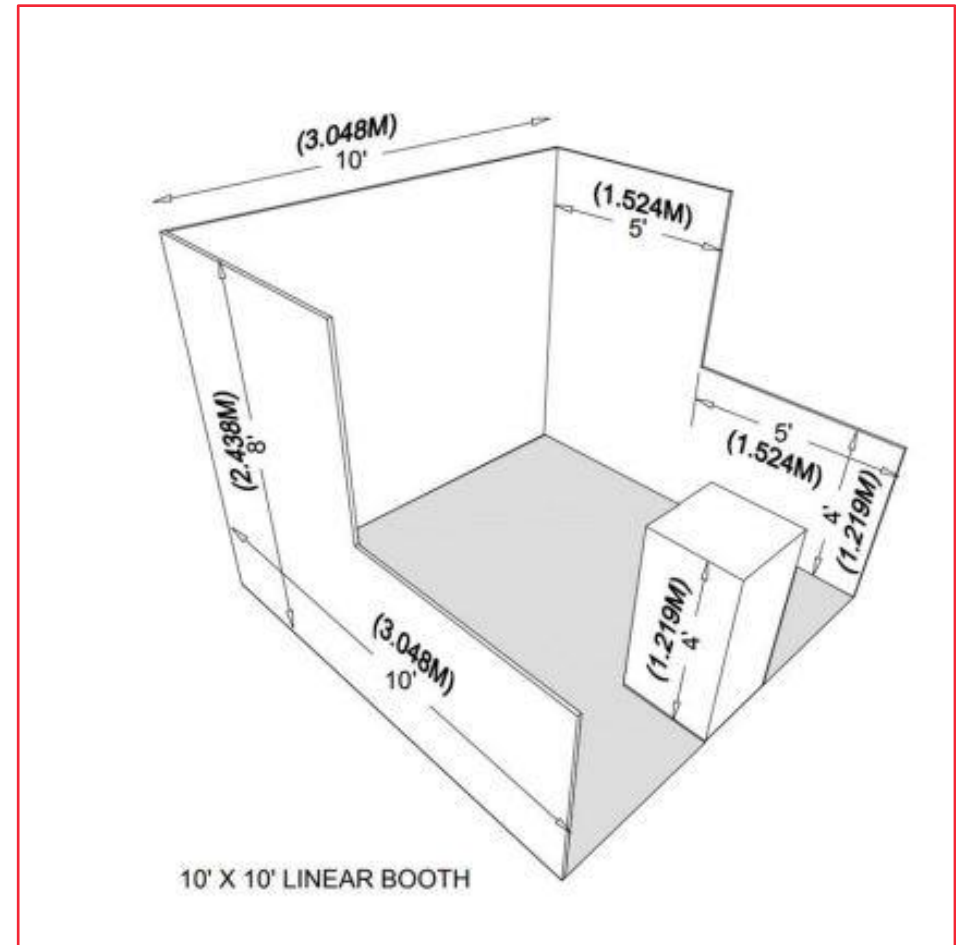
All exhibit booth space is sold as unfurnished, and electricity is **not included**.

Included:

- 8' back wall drape
- 3' high side dividers
- 7"x44" in-line identification sign

Requirements:

- ALL exhibit booth spaces in the Exhibit Hall must be carpeted or covered with appropriate flooring (**bare floors are not permitted**)



Inline Booth (Linear 10'x10' booths, including corner booths):

- **8' Height Restriction:**
 - **ALL display features must not exceed 8ft – including lights, flags, graphics, etc.**
- Keep display features and accessories taller than 4 ft in the back 5 ft of your booth space
 - Within first 5 ft from the front aisle, 4 ft side wall height restriction on display features is enforced
 - **For 10'x30' booths** - the 4ft height limitation is applied only to that portion of exhibit space which is within 10ft of an adjoining booth
- Ensure wing panels extending from the back wall are draped to prevent exposure to neighboring booths
- Posting, nailing, or attaching equipment or signs to building columns, walls, floors, or furniture is **prohibited**



Be considerate of your fellow exhibitors!

Arrange display materials to avoid obstructing neighboring exhibitors' sight lines.

Non-compliance may lead to Heritage Exposition Services draping the area at the exhibitor's expense.

Exhibitors are responsible for damage resulting from failure to adhere to these terms.

Approved Booth Examples



10' x 20' Example

Booth is open concept, no line-of-sight issues and display features do not exceed height requirements



10' x 10' Example

Pop-up banners are located at the back of the booth and are parallel to the back drape

Rejected Booth Examples



10' x 20' Example

Back structure is too tall (over 8 ft height requirement), exceeds height of back drape



10' x 10' Example

Booth furnishings are extending past the allotted exhibit booth area, overflowing their 100 sq. ft.

Island Booths (20'x20' or larger)

Booth Build Overview:

- All islands are sold empty with no pipe, drape, or signage.
- Must be constructed to allow access from all sides and have sufficient (or 50%) see-through areas to not block the view of adjacent exhibits
- The tallest ground level structure cannot exceed **16ft in height**
 - **Hanging Signs cannot exceed 20ft**
- All structures/items taller than 4ft must be set back 2ft from each side
- Multi-level exhibits are **not** permitted

Digital rendering and architectural plans for island booths and hanging signs due to the Exhibitor Console by March 29, 2023



Approved Booth Examples



20' x 20' Island Examples (with & without hanging sign)

Both booths allow access from all sides and have sufficient see-through areas to not block the view of adjacent exhibits

Booth Space and Exhibitor Service Kit FAQs

- **Can I bring my own coffee maker to my booth?**
 - No. All food and beverage service must be purchased through the Baltimore Convention Center's caterer. A catering menu order form can be found on page in the Exhibitor Service Kit.
- **What security measures are in place in the Exhibit Hall after hours?**
 - ASGCT will provide 24-hour general security for the perimeter of the Exhibit Hall (not booths). This includes general security during move-in, exposition hours, and move-out. Show Management and the Baltimore Convention Center shall not be liable for any of the exhibitors' property
- **Is electricity included?**
 - No, electrical is not included and must be ordered through Edlen Electrical Exhibition Services. Electrical forms can be found on page in the Exhibitor Service Kit.
- **Are there furniture packages available?**
 - There are no furniture packages for standard booths, everything is ordered separately / a la carte through the Exhibitor Service Kit
- **Will corner booths have side drape on both sides?**
 - Corner booths will only have side drape installed on one side – the side in contact with another booth

Thank you for joining us at #ASGCT2024!

Questions? Please email exhibits@asgct.org

