BOOTH DESIGN HEIGHT & VARIANCE RULES

Of all the eMerge Americas Rules and Regulations, there are none with as many variables as the rules pertaining to:

I. How tall can my exhibit be?
II. Exactly how much of my exhibit can extend to that height?
III. Can a hanging banner extend above the height of my exhibit?
IV. How does the "line of sight" rule apply to my exhibit?

These pages will attempt to answer these and other questions you might have about your exhibit at eMerge Americas 2027.

I. How high can my exhibit be?

The type of booth you have contracted for will determine the allowable height for your exhibit.

Linear Booth:

- Defined as a 10x10, or a series of 10x10's, in a straight line.
- Linear booths normally will have other linear booths on the other side of the back-wall drape line.
- No linear booth should extend above 8' high in any portion of the space.
- When adjacent to another booth, linear booths may extend to 8' high only half-way (5') from the back-wall drape line - out towards the aisle.

Peninsula Booth:

- Open on three sides and share a common wall with other exhibitors on the fourth side.
- This exhibitor may design a display extending to 12' high, except along the perimeter of the common wall.
- All the exhibitors must create a setback, 5' from each aisle, which does not exceed 4' high. This setback must also extend 10' from the common wall into the booth space. This setback allows for an unobstructed view into all exhibits.

Split Island Booth:

- A Split Island Booth is a Peninsula Booth, which shares a common back-wall with another Peninsula Booth.
- No decoration, signage, product, etc. may be displayed on fascia directly adjacent to neighbor's booth.
- The entire cubic content of this booth may be used, up to the maximum allowable height, which is sixteen (16') feet, without any back-wall line of sight restrictions.

Island Booth:

- An Island Booth is any booth exposed to aisles on all four sides. An island booth is 20' x 20' or larger.
- The entire cubic content of the space may be used to the maximum allowable height, which is twenty (20') feet
- No signage/displays may be placed on structures adjoining neighbor's booth space.

II. Exactly how much of my exhibit can extend to that height?

Almost all of the exhibit space may extend to the allowable height, except for the setback areas designed to give every exhibitor a clear line of sight to their and their neighbor's booth.

III. Can a hanging banner/sign extend above the height of my exhibit?

Exhibitors in Linear/Perimeter Booths are not authorized to have hanging banners/signs/equipment.

Exhibitors in an Island, Peninsula or Split Island booth, over 400 square feet, are allowed to hang a banner/sign over their booth. Height of the hanging banners/signs/equipment may not exceed 20’ from the floor to the top of the hung item.

IV. How does the "Line of Sight" rule apply to my exhibit?

The line-of-sight rule applies to every exhibit! No exhibit should hinder nor block the sight lines to the adjoining booths. The motto to remember is: **BE A GOOD NEIGHBOR!**

For most exhibitors, keeping clear sight lines to the booth(s) next door requires only that the setback rules described above be followed. **For all linear and peninsula booths, this would mean that within the 5’ setback area, displays could not be more than 4’ high.**

Exhibitors with island or split-island booths are not required to maintain the 5’ setback area.

HOW TO APPLY FOR A VARIANCE

Now that the rules and regulations regarding display heights, hanging signs and line of sight have been discussed, below are the instructions for applying for a variance.

Please email your variance request to info@emergeamericas.com. Please include the reason for your request (example – my product is 9 feet tall) and a picture/diagram of your booth. Variance requests must be received no later than February 4, 2027, for consideration. Exhibitors must include a plan of the booth space indicating the area for which a variance is requested. Requests will be reviewed on a case-by-case basis. Decisions made by eMerge Americas Show Management are final. Booth plan variances approvals will be sent to exhibitors within 5 business days of receipt.

Variances given for previous shows do not imply approval for eMerge Americas 2027. It is the exhibitors' responsibility to verify whether a display meets all eMerge Americas rules and regulations.