

Guidelines for Display

The following Guidelines for Display Rules and Regulations have been established for PAACE Automechanika Mexico. It is Messe Frankfurt's goal that the display rules and regulations, ultimately, shall provide exhibitors with all the information necessary to properly design and build exhibits, as well as plan their booth's layout and content.

IMPORTANT: All exhibitors not using the standard booth package must submit their booth design to Show Management for approval. Exhibitors will not be allowed to move-in onsite without the approval of their booth design. Please complete the enclosed Booth Approval form to finalize your booth design and construction.

July 13 – 15, 2011
 Centro Banamex, Mexico City, Mexico

Guidelines for Display

Linear / Corner Booths

Linear Booths have only one side open to an aisle and are generally arranged in a series along a straight line. They are also called “in-line” booths. A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply. Floor covering is required in all rented space.

Dimensions

Unless constricted by space or other limitations, Linear and Corner Booths are most commonly 3m (10ft) wide and 3m (10ft) deep, i.e. 3m x 3m (10ft x 10ft).

Use of Space

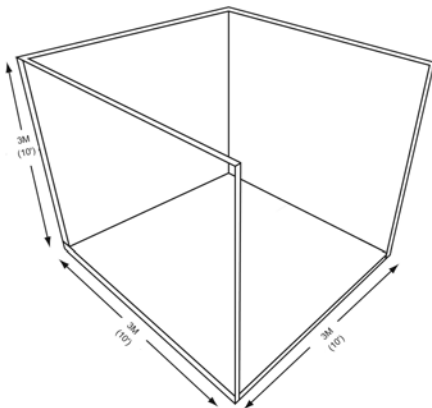
Messe Frankfurt Shows allow exhibitors full “Cubic Content” use of the exhibit space. Therefore, you are allowed to place displays or materials at the permitted height throughout the entire width and depth of your exhibit space. **A minimum of 36 sqm is required for any two-story display. All two-story displays must be approved in advance by Show Management.**

Height Guidelines

- Contracted space up to 9sqm are allowed 3m in height.
- Contracted space from 10 sqm to 35sqm are allowed 4m in height.
- Contracted space 36sqm and larger are allowed height up to 5.7m in height.

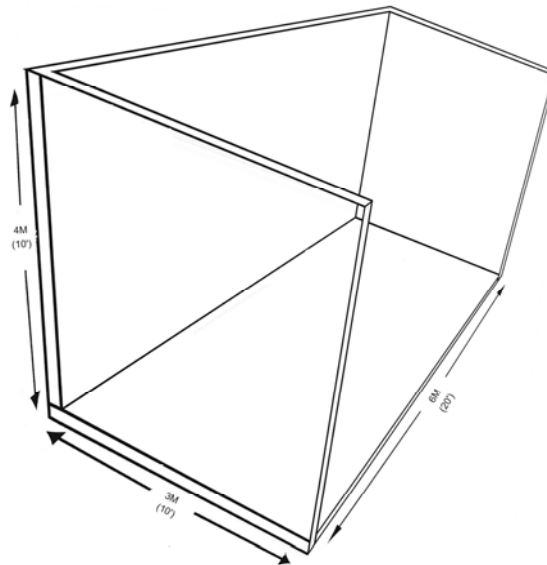
Hanging Banners

A minimum of 36 sqm is required for any **hanging** banners. Per building regulations, no hanging signs or banners can be hung any higher than 6m in Centro Banamex.



LINEAR BOOTH (3M x 3M)

9 SQM



LINEAR BOOTH (3M x 6M)

18 SQM

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Guidelines for Display Cont.

Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and is a minimum of 6m x 6m (20' x 20') or 36sqm in size. Floor covering is required in all rented space.

Dimensions

A Peninsula Booth is 36sqm (400sq ft) or larger.

Use of Space

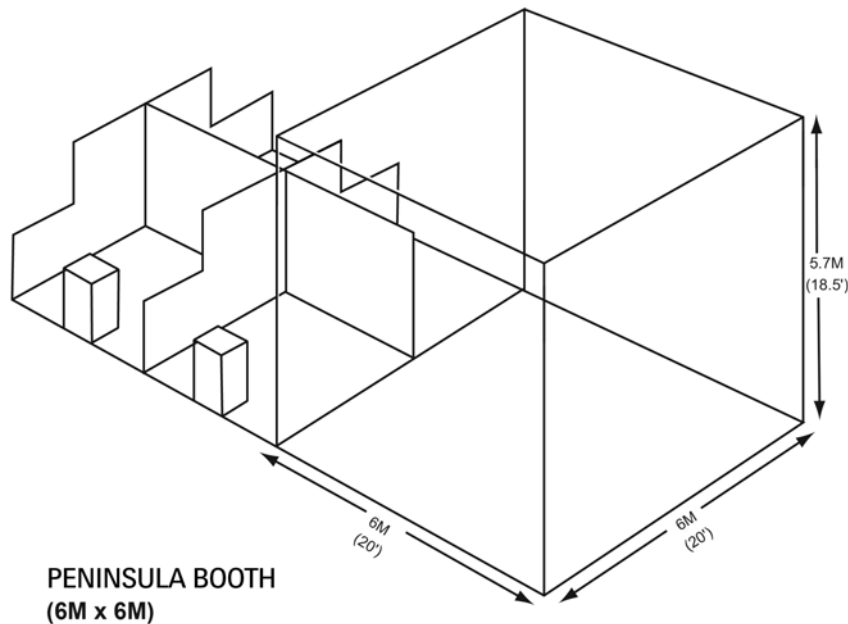
The maximum height allowed throughout the booth space is 5.7m (18.5ft). The connecting wall between the peninsula booth and any neighbors must be "finished off" (clean and presentable to visitors) on the side facing the connecting neighbors. **A minimum of 36 sqm is required for any two-story display. All two-story displays must be approved in advance by Show Management.**

Height Guidelines

- Contracted space up to 9sqm are allowed 3m in height.
- Contracted space from 10 sqm to 35sqm are allowed 4m in height.
- Contracted space 36sqm and larger are allowed height up to 5.7m in height.

Hanging Banners

A minimum of 36 sqm is required for any **hanging** banners. Per building regulations, no hanging signs or banners can be hung any higher than 6m in Centro Banamex.



36 SQM

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Guidelines for Display Cont.

Island Booth

An Island Booth is any size booth exposed to aisles on all four sides, and is a minimum of 6m x 6m (20' x 20') or 36sqm in size. Floor covering is required in all rented space.

Dimensions

An Island Booth is 36sqm (400sq ft) or larger.

Use of Space

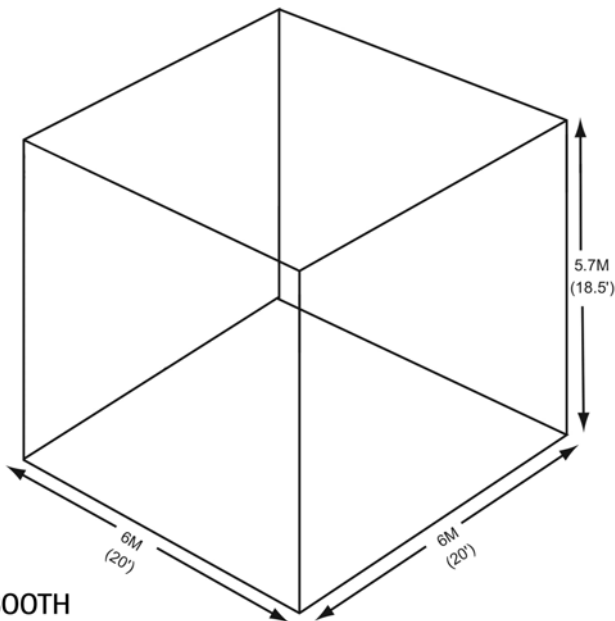
The maximum allowable height allowed throughout the booth space is 5.7m (18.5 ft). **A minimum of 36 sqm is required for any two-story display. All two-story displays must be approved in advance by Show Management.**

Height Guidelines

- Contracted space up to 9sqm are allowed 3m in height.
- Contracted space from 10 sqm to 35sqm are allowed 4m in height.
- Contracted space 36sqm and larger are allowed height up to 5.7m in height.

Hanging Banners

A minimum of 36 sqm is required for any **hanging** banners. Per building regulations, no hanging signs or banners can be hung any higher than 6m in Centro Banamex.



ISLAND BOOTH
(6M x 6M)
36 SQM