

# 340B Coalition Winter Conference 2025

## February 24-26, Marriott Marquis Hotel



### Exhibit Construction Guidelines Summary

**Ceiling to floor height is 16' and includes hang points.** All exhibits must be confined to the space limits of their respective booth(s) as indicated on the floor plan. All equipment, products, or materials to be displayed or demonstrated must be placed within the exhibit space to ensure that the attendee viewing the exhibit will stand within said booth space and not in the aisles. All exposed parts of displays must be finished to present an attractive appearance when viewed from the aisles or from adjoining exhibits. Exhibits not conforming to these specifications or are otherwise found objectionable in the opinion of the 340B Coalition, will be prohibited. The 340B Coalition reserves the right, in the best interest of the exhibit, to relocate selected space in areas other than that selected by exhibitor.

Every exhibit space should allow for visibility of surrounding spaces. The booth guidelines below are set forth to ensure this standard is both understood and adhered to.

### Linear Booth

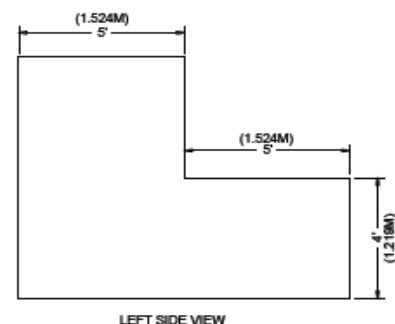
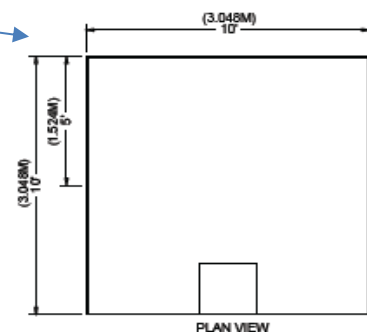
Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

#### Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

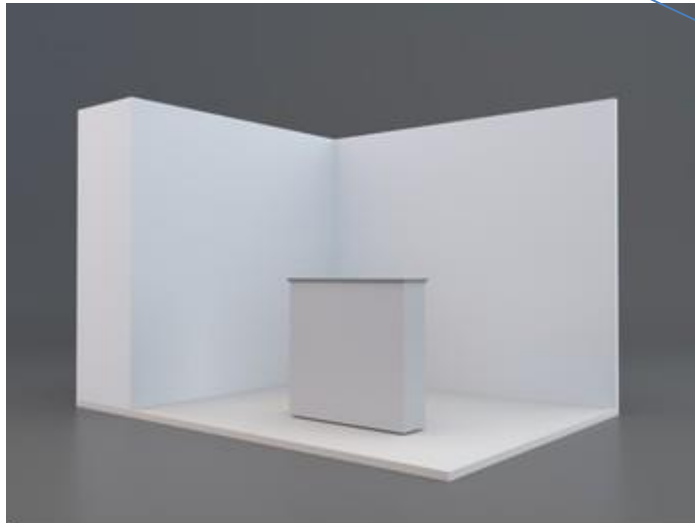
#### Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. **Note:** When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

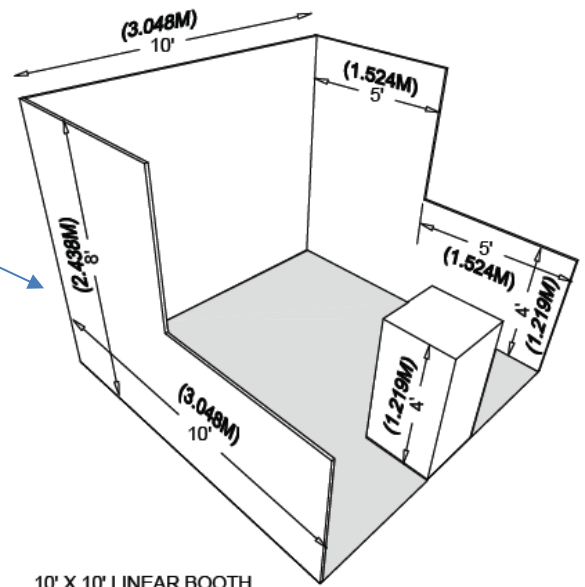


## Corner Booth

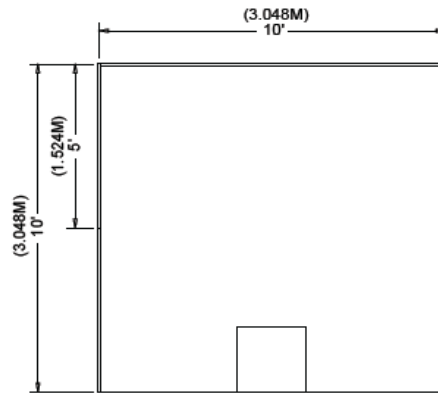
A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.



shutterstock.com · 1332874346



10' X 10' LINEAR BOOTH



PLAN VIEW

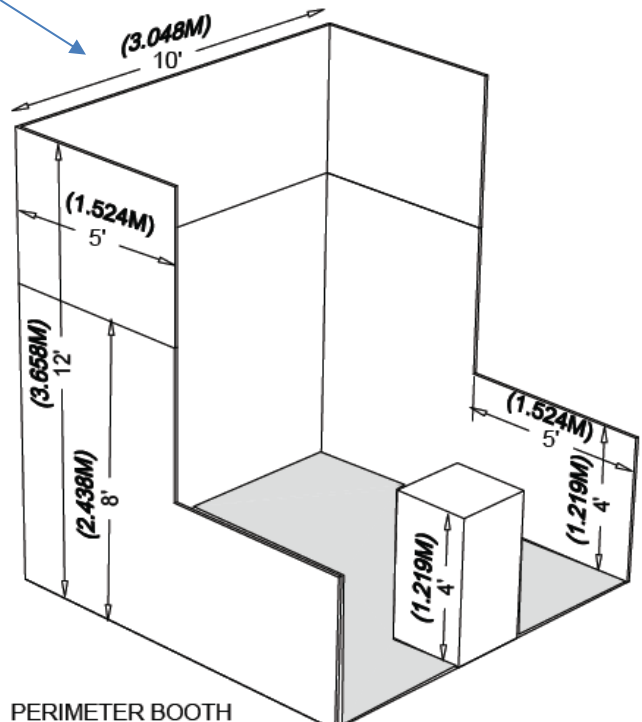
## Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

### Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical

maximum back wall height is 12ft (3.66m).



PERIMETER BOOTH

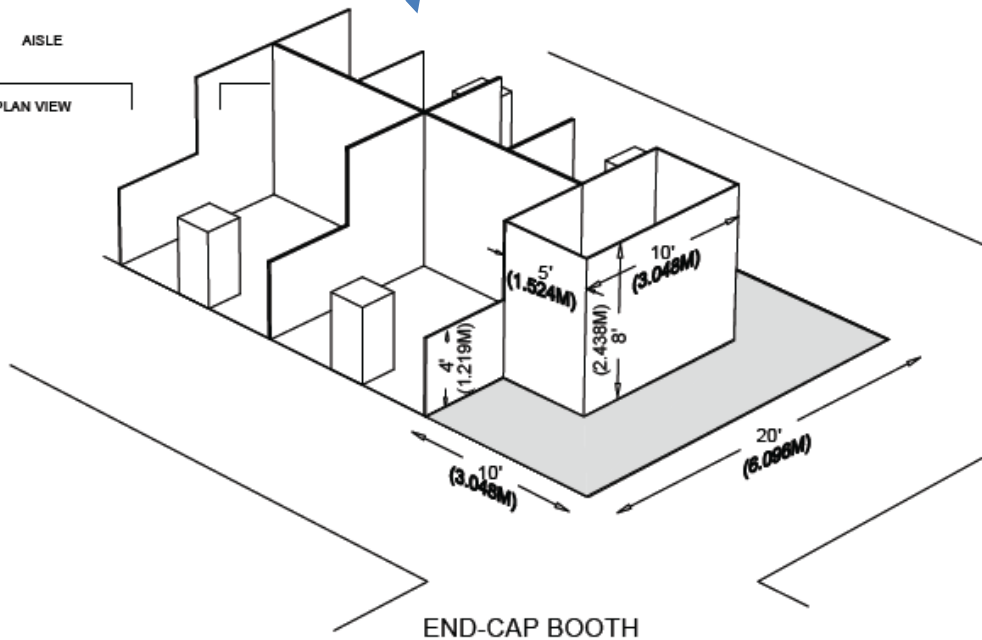
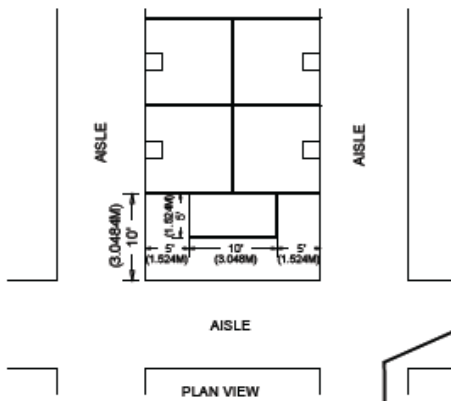
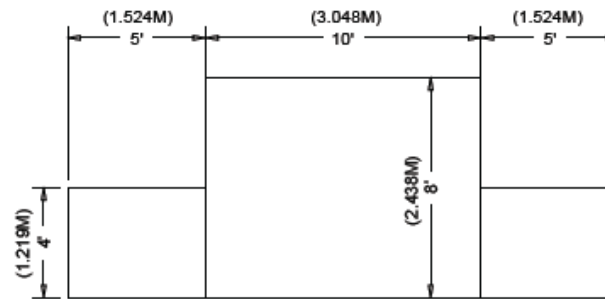
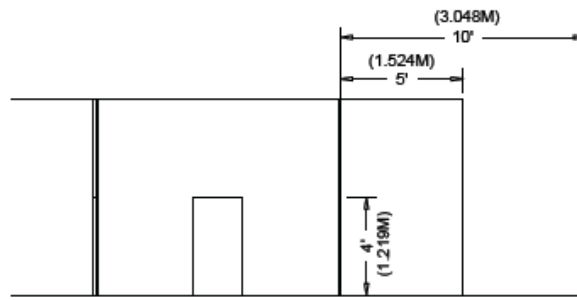
# End-Cap Booth

## End-cap Booth

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. For shows that have Line-of-Sight rules and not cubic content, this configuration must follow the dimensions below. For shows that have cubic content rules, the space may be used without restriction.

### Dimensions

End-cap Booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back wall height allowed is 8ft (2.44m) and the maximum back-wall width allowed is 10ft (3.05m) at the center of the back-wall with a maximum 5ft (1.52m) height on the two side aisles. Within 5' of the 2 side aisles, the maximum height for any display materials is 4'.



## Island Booth

An Island Booth is any size booth exposed to aisles on all four sides.

### Dimensions

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently.

### Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.

