American Society of Human Genetics

Booth Space & Build Overview

What to expect and how to prepare your reserved exhibit space at the ASHG Annual Meeting

With minor variations, ASHG follows the
IAEE Guidelines for Display Rules and Regulations, 2019 North American Update.
Please refer to this year's Exhibitor Rules and Regulations
for full ASHG guidelines and enforceable policies.

Questions?
Exhibits@ashg.org

Updated October 2026

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General Booth Space Overview

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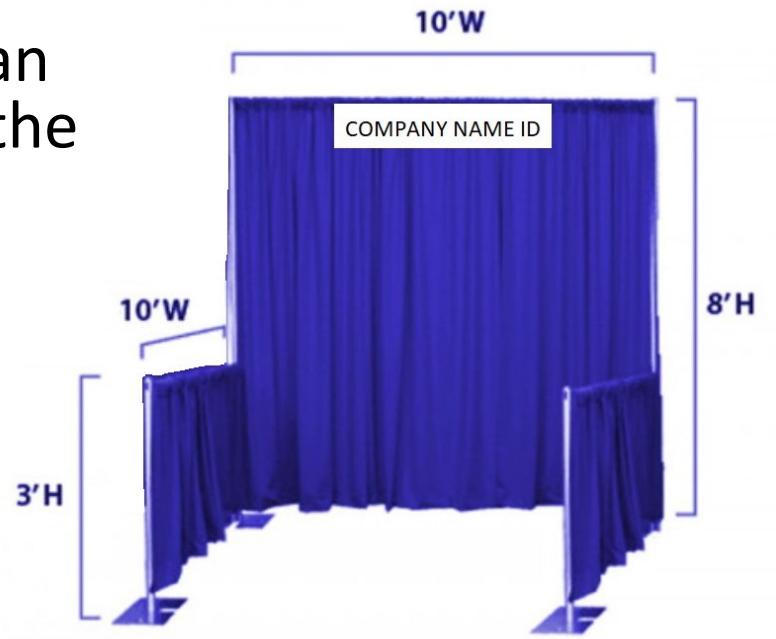
What's Included and What's Not

- All booths come **empty** other than the pipe and drape surrounding the space and your company ID sign
  - No furniture
  - No hard walls
  - No electrical
  - No flooring
  - Pipe and drape installed in show colors only (colors vary each year)
- Corner booths only have drape on the back and the side that touches another booth, not the aisle sides



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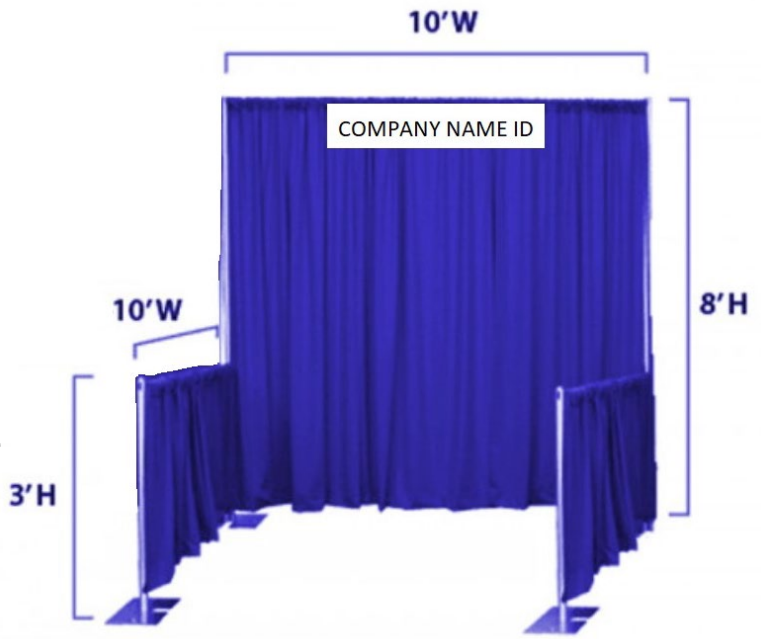
What's Included and What's Not

- Exhibitors must order or bring all display material separately
- Exhibitors must order all services (i.e., electricity, lead retrieval, etc.)
  - There are no furniture packages for standard booths, everything is ordered separately / a la carte
  - Only specialty pavilions include furniture (see "Specialty Pavilions" section)
- Exhibitors must cover the full floor area of their booth (using carpet, vinyl flooring, etc.) – ASHG does not permit exposed concrete floors
  - Exhibitors that do not have flooring installed by 12 pm the day before the hall opens will be billed to have carpet installed for them



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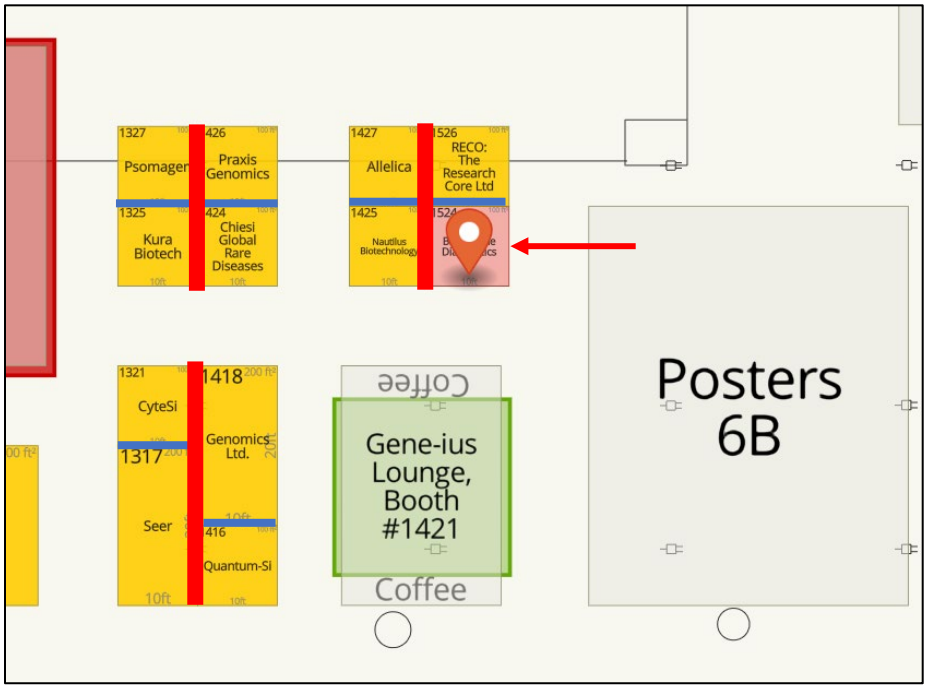
Which Way Does My Booth Face?

- The “front” or “facing” side of a booth will always be the edge that is on the opposite side from the edge with the 8’ tall drape, which is the “back side”.
- In this example:
  - The red bars are the back sides of the booth, with the 8’ tall drape.
  - The blue bars are the sides of the booth with the 3’ side drape between companies.
  - For the red booth, that means it is facing the posters section, **not** the lounge below it.



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How to Bring Materials to Your Booth

Hand Carry Rules and Material Handling Service

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“Hand Carry” Rules – What Can I Bring Myself?

- Exhibitors may bring their own materials into the convention center as long as it can be:
  - Carried by hand or with a shoulder strap
  - Carried by one person only
  - Carried in one trip
- Standard pop-up exhibit cases (about the size of a standard airline suitcase) are OK









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“Hand Carry” Rules – What Can I NOT Bring Myself?

- Exhibitor may NOT bring their materials into the convention center on their own if they have to use:
  - Hand trucks, dollies, or wagons
  - Oversized cases or trunks
  - More than one person to carry a single item (“team carry”)
  - More than one trip per person







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Material Handling Service

For Everything You Can't Hand Carry

- What is material handling (formerly "drayage")?
  - When your materials are too much to hand carry through the convention center, our general services contractor (GSC) will move them for you for a fee.



Source: FreemanOnline

- Why the GSC?
  - Our GSC is the ***only*** group legally approved to use moving equipment like forklifts / wheeled carts, and they're the ***only*** group authorized to access the loading docks.

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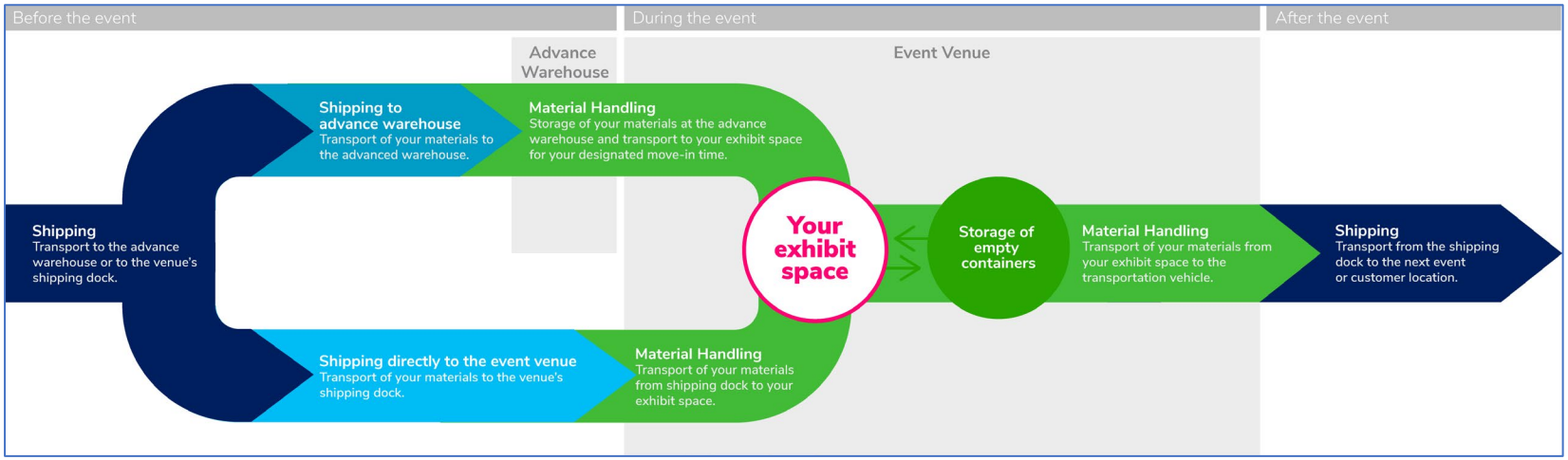
Material Handling Service

For Everything You Can't Hand Carry

- What does material handling include? The items below in green!
  - You can see an overview on this year's GSC services site / show kit



Source: FreemanOnline

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Build Guidelines and Line of Site

How to plan your display and height sizes to be aware of, plus sample pictures of approved layouts

If your display elements do not meet these guidelines, you will be instructed to fix them or remove them!

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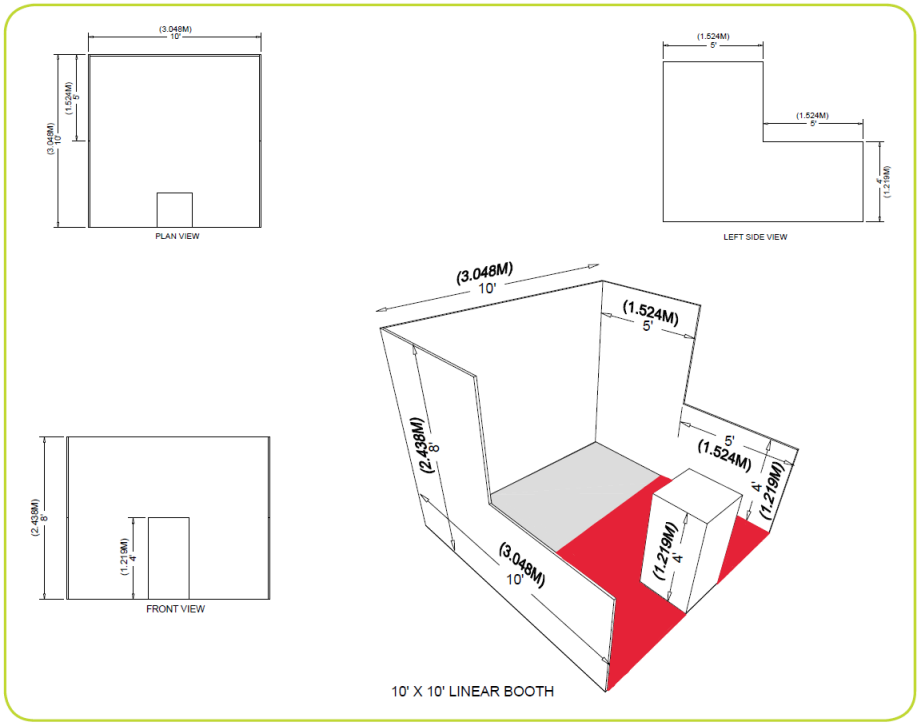
Build Guidelines and Line of Sight

- All display fixtures must be 8 feet / 8’ tall or shorter
  - This includes walls, lights, flags, graphics, etc. – **nothing may stand out higher than 8’**
  - No hanging signs (island booths only)
- All display fixtures and accessories taller than 4’ high must stay in the back 5’ of your booth (black box in example below)
- In the first 5’ of your booth from the front line/aisle, all display fixtures and accessories must be 4’ tall or shorter



Max height in back half of booth is 8 feet / 8’

Display material in the front 5' of booth space must not exceed 4' in height

****Nothing more than 4’ tall permitted in the red area!****

Source: IAEE Guidelines for Display Rules and Regulations, 2019 North American Update

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Approved Inline Booth Examples ☑

Single Booths, Inline and Corner





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Approved Inline Booth Examples ☑

Multiple Inline Booths



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Approved Inline Booth Examples ☑

Multiple Inline Booths



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Rejected Inline Booth Examples

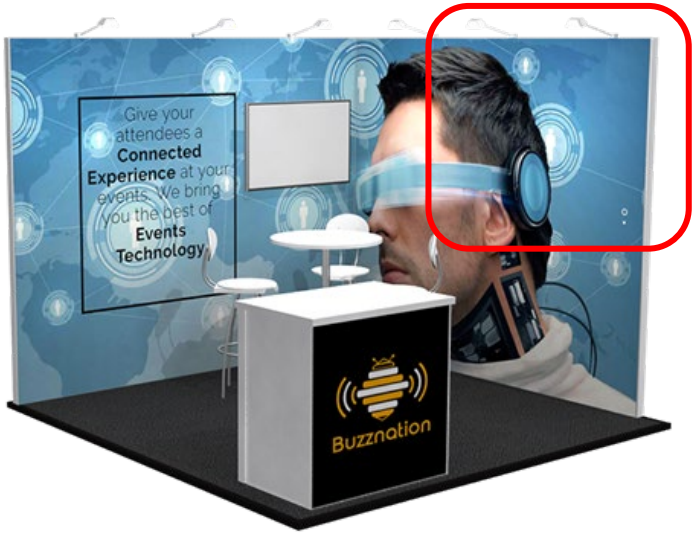
These elements must be corrected onsite or removed!

Display Fixture is Too Tall



The top attachment on the back wall is more than 8’ tall. Height boosters on back walls are not permitted.

Line of Sight Problem



The side wall is more than 4’ tall in the front half of the booth and blocks the view to the next booth.

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Rejected Inline Booth Examples

These elements must be corrected onsite or removed!

Display Fixtures are Too Tall in Front and Back



The top attachments on the back wall are more than 8’ tall, and the curved walls in the front 5’ of the booth are taller than 4’.

Product Display is Too Far Forward



The product tower is more than 4’ tall, it must sit at least 5’ back from the front edge of the booth.

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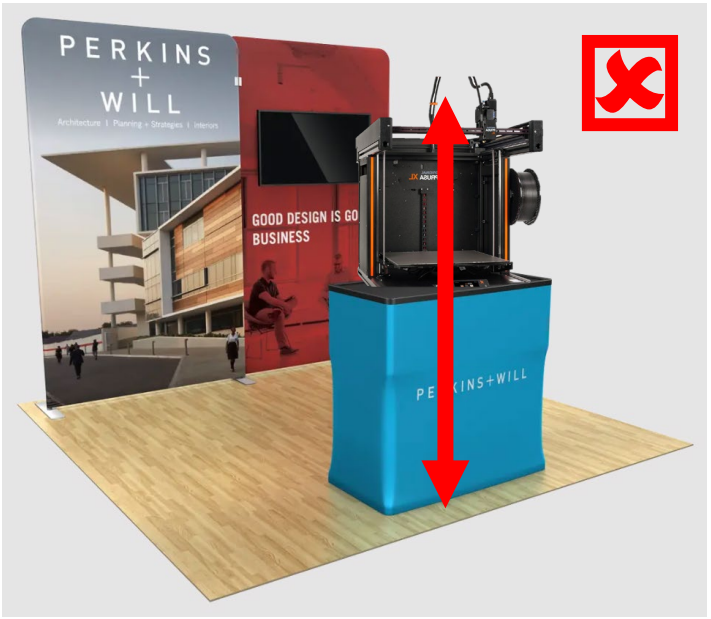
Rejected Inline Booth Examples

These elements must be corrected onsite or removed!

Product Display on Counter is Too Tall / Too Big



The counter is 4’ tall.
A small brochure stand on top or something similar is acceptable.



The counter is 4’ tall, but the equipment on top is 1.5’ tall or more and bulky / not easily moved.
4’ + 1’ = 5.5’ – must move to back half of booth

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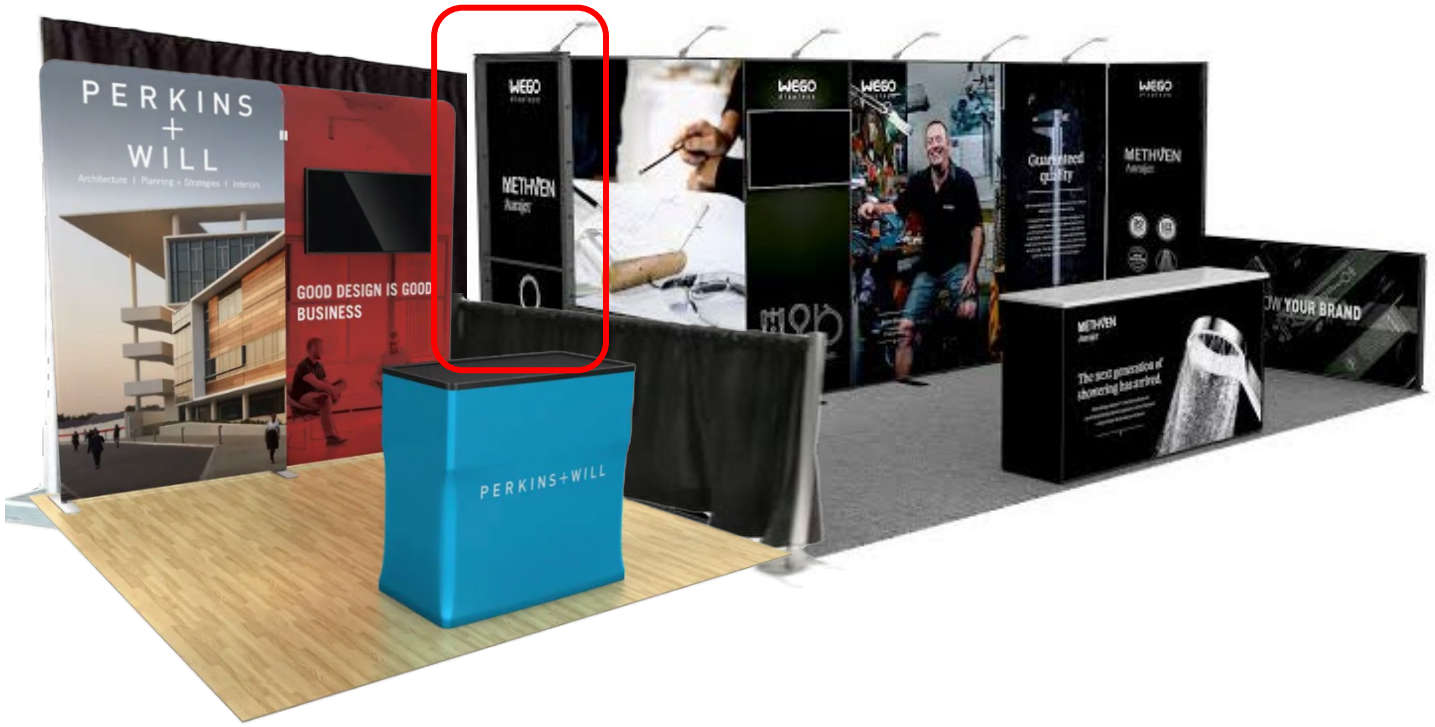
Rejected Inline Booth Examples

These elements must be corrected onsite or removed!

Branding that Overflows into the Next Booth



The exhibitor on the right would be billed for side draping to hide the tall graphics on their side wall from displaying in their neighbor's space.

This would be permitted if the side graphics were on the outside of a corner booth, but not on the side touching another exhibitor's space.

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Approved Graphics and Installation

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Approved Graphics and Installation

Approved Graphic Types and Content

- Exhibitors are welcome to bring in their own graphics (or order graphics from the GSC) as long as they meet the Build Guidelines and Line of Sight requirements above
  - Pop-up banners / roll-up banners
  - Graphic walls
  - Small table-top displays
  - *And more!*
- All graphics displayed onsite must be relevant to the meeting and the exhibitor's products/services.
  - Review the exhibitor rules and regulations for information on promotional guidelines.

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Approved Graphics and Installation

No Draping or Hanging Graphics from Booth Dividers

- All booth graphics must be ***freestanding*** and may not be attached to, hung from, or draped over any booth dividers – no matter how small or light it might be
- These drapes are also being used by the booths next to you / behind you – it will invade their space and look bad in their booth



These elements must be corrected onsite or removed!

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Exposed or Unfinished Corner Booth Sides

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Exposed or Unfinished Corner Booth Sides

- Exposed or unfinished sides of corner booths must be either be draped/covered or be clear of trash, boxes, and other items to present an attractive appearance
- If not, ASHG will instruct the GSC to provide any draping in show colors deemed necessary and the exhibitor will be responsible for all additional charges, including labor fees
- *Do your part to create a tidy, welcoming, and professional exhibit hall!*

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Approved Corner Booth Sides Examples ☑

Corner Booth Do: Vertical sign blocking line of sight behind booth in back half of booth	**Corner Booth Do:** Clean area behind booth on left, drape on right
	

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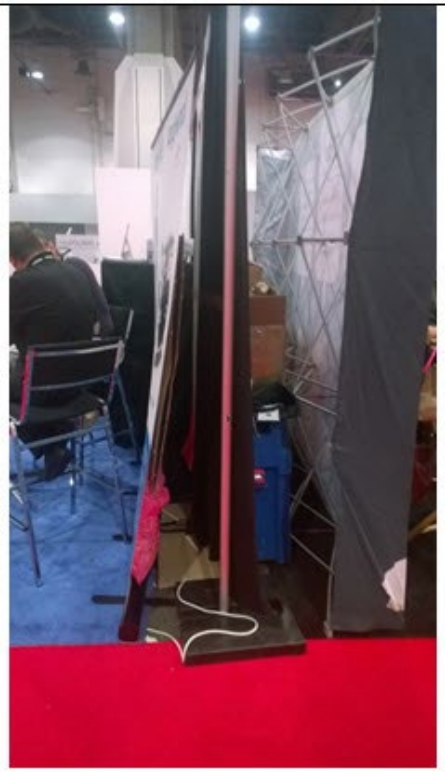
Unacceptable Corner Booth Sides Examples

These exhibitors would be billed for adding extra draping to their booth ends

Corner Booth Don't:
Visible boxes and storage behind booth



Corner Booth Don't:
Luggage and trash behind booth



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Specialty Pavilions & Booth Packages

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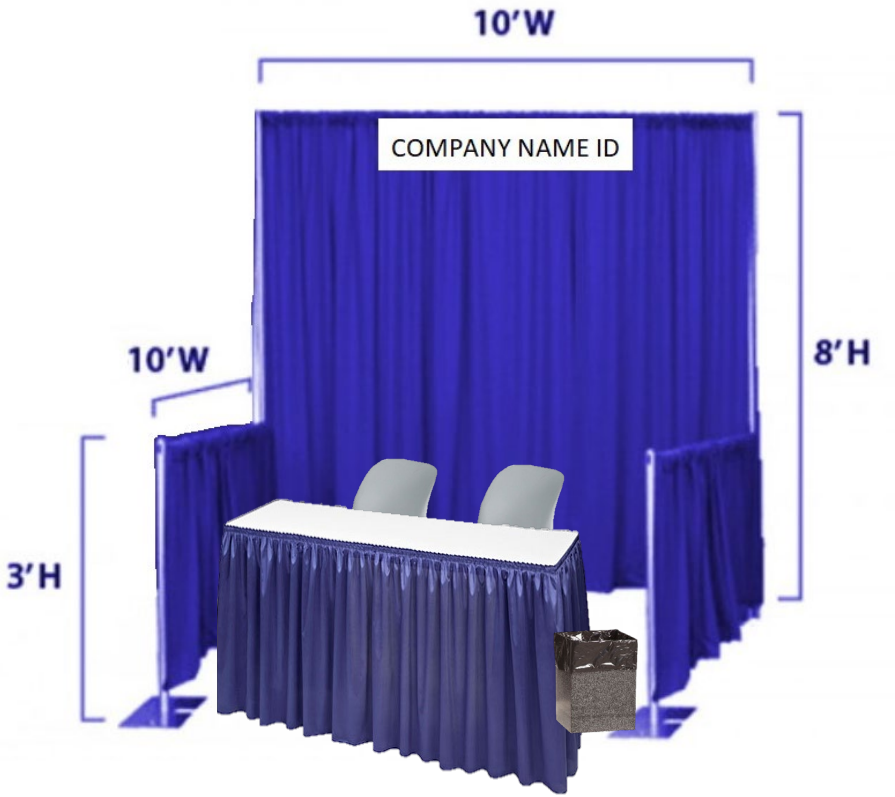
NIH and Nonprofit & Advocacy Pavilions

Only booths in specialty pavilions include furnishing packages; these will be automatically ordered and delivered onsite for you.

- Draped Table
  - 6’ L x 24” W x 30” H
  - Drape in show-designated color
- Chair x 2
- Wastebasket
- Carpet in show-designated color
  - *Padding sold separately but not required*



Examples only. Exact furniture style and carpet color to be determined each year by the show’s general services contractor (GSC). Please refer to this year’s ESM for details.

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New Exhibitor Booth Packages

Limited quantities available, must request with ASHG when booking your booth. If assigned, these will be automatically ordered and delivered onsite for you.

- Locking cabinet / counter
  - 1M L x .5M W x 41” H
  - Graphics sold separately
- Counter-height stool x 2
- Wastebasket
- Carpet in show-designated color
  - *Padding sold separately but not required*



Examples only. Exact furniture style and carpet color to be determined each year by the show’s general services contractor (GSC). Please refer to this year’s ESM for details.

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Island Booth Build Guidelines

For 20’ x 20’ booths and larger only

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Island Booth Overview

- Island booths start at 20’ x 20’ in size (4 regular booths together) and have aisles on all four sides
- All island booths come **empty**, with no pipe and drape or signage
  - No furniture
  - No hard walls
  - No electrical
  - No flooring (usually exposed concrete)
- Only island booths may install hanging signs or 2-story (a.k.a. “double-decker”) displays
  - 2-story booths must also meet local fire code and build guidelines; check this year’s Annual Meeting website for info

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Mandatory Island Booth Drawings Submission

- Island exhibitors must submit booth drawings / layouts to ASHG for review and approval BEFORE installing their display onsite
  - ***No Approval = No Install!***
- Drawings must include the following:
  - Booth dimensions and orientation (which sides are facing which neighboring booths)
  - Dimensions of all items taller than 4’ high
  - Clear labels identifying all structures in booth
  - Dimensions and hang height of all hanging signs
    - Hanging signs may not be installed higher than 20’ at the very top of the sign
  - All measurements shown in feet and inches

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Use of Island Space

Most of the cubic content of the space may be used while observing the following requirements

- Structures may extend up to, but not exceed, 20’ in height (including hanging signs)
- Structures may not extend into or hang over the surrounding aisles
- Your booth space must be large enough to accommodate all activities, including demonstrations and wait lines/queues
  - Demonstration areas may not be on or close to the aisle line
- Hanging Signs
  - May not block ASHG signage or extend beyond the booth’s footprint
  - May reach up to 20’ from the floor to the top-most point of the sign
  - Must be installed by the approved onsite rigging company (see this year’s Annual Meeting website for the list of exclusive vendors)
- Height restrictions in the hall may mean your location has different requirements – check with the GSC!

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Island Setbacks & Line of Sight

- Sufficient, or 50%, see-through or walk-through area must be provided for the first 8’ in height, so as not to block the view of adjacent exhibits.
- This means:
  - All structures standing 4’ tall or higher must be set back at least 2’ from each booth edge/perimeter
  - Booths with ample see-through area may request permission to set tall items no closer than 1’ from each booth edge

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Early Dismantle Fine

Do not break down your booth before the exhibit hall closes!

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Early Dismantle Fine

- Per the terms of the exhibit contract each company signs for booth space, exhibitors found dismantling / packing up their display or leaving before the hall closes on the final day of the hall will be billed a $750 early dismantle fine for ***each*** 10’ x 10’ space reserved.
- ***Please plan your staff travel accordingly!***
- If an emergency arises, contact ASHG Exhibits Management or the onsite floor manager first, ***before*** you start packing or making any arrangements to leave.
  - Fees will not be waived if you do not contact ASHG first.

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Early Dismantle Fine

- Why? Because it is ***extremely unprofessional*** to leave any show early as an exhibitor!
  - It leaves the hall disheveled and empty while attendees are still inside, and packing up while attendees are walking by tells them “I don’t care about you.”
  - The ASHG exhibit hall closes each day with poster sessions for the last two hours of the hall, with attendees checking out posters, visiting booths, etc. You don’t want to miss out on this great traffic push!
  - Each exhibitor agrees to appear for the full length of the show in your contract. Repeat offenders may not be permitted to exhibit at future Annual Meetings.

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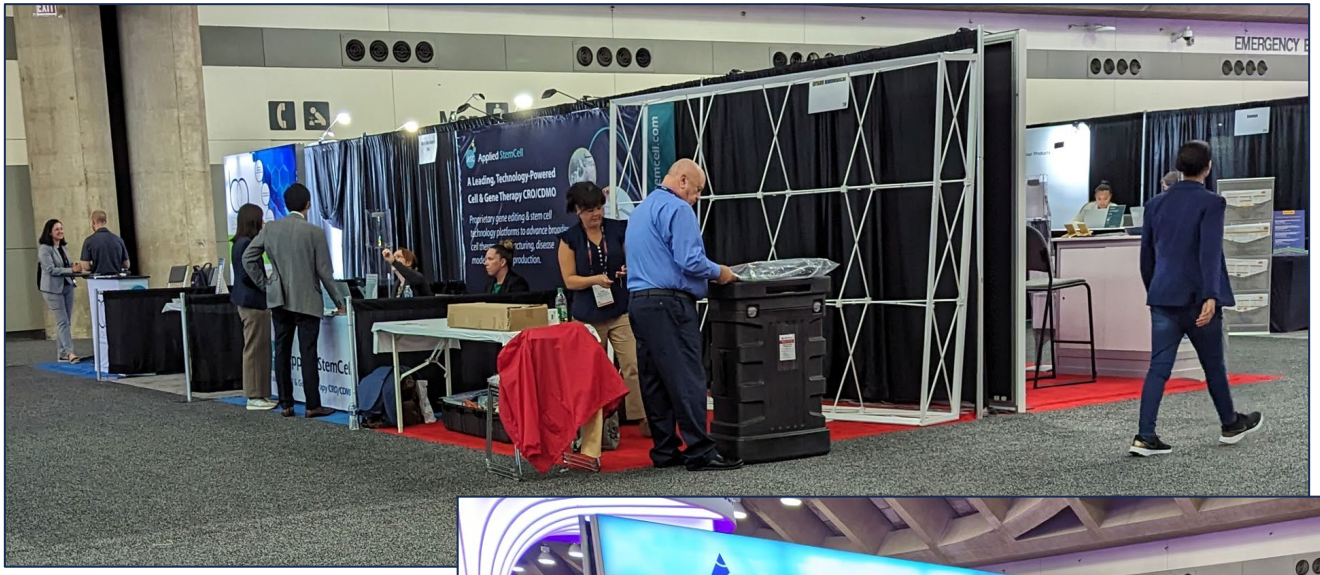
These photos were taken side-by-side at another show, on opposite sides of the main aisle 2 hours before the show closed.





What a difference!
Don't be "that" exhibitor!

FAQs: Booth Build & Service Ordering

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General Booth Spaces – Applies to All Exhibitors

- When can I start building my booth and bringing my stuff into the Exhibit Hall, and when do I need to finish?
  - Generally, ASHG exhibitors can move in two days before the Exhibit Hall opens, starting at 12:00 pm, and booths must be show ready by 5:00 pm the day before the Exhibit Hall opens.
  - If you need more time in the evenings, you must request after-hours work approval from ASHG's designated floor manager at the onsite exhibitor services desk.
  - Check this year's Annual Meeting website for exact days and times.

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General Booth Spaces – Applies to All Exhibitors

- Can I use any service vendor I want for my booth?
  - Some services can be provided by your vendor of choice (such as labor for installation and dismantle), but some services are exclusive, meaning they can only be provided by the official designated vendor (such as rigging, catering, etc.).
  - Check the ASHG website / exhibitor rules and regulations for this year's list of exclusive vendors.

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General Booth Spaces – Applies to All Exhibitors

- Do I need to order electricity or other services?
  - Yes! All services must be purchased separately, including electricity, wifi, etc.
- Does carpet from the GSC come with padding?
  - No. Unless they explicitly offer them as a package, padding must always be purchased separately.
- Will corner booths have side drape installed on both sides?
  - Corner booths will only have side drape installed on the side in contact with another booth.
- How big is the company ID sign, and can I add a graphic?
  - Company ID signs are 7” tall x 44” wide and will include a single line of text with the exhibiting company’s name exactly as it is entered in your contract.
  - These signs are text only (no graphics).

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Specialty Pavilions and Booth Packages

These guidelines are in addition to the regular Booth Space and Ordering FAQs

- Do I need to order the packages with the GSC?
  - No. They are automatically added to your booth and delivered and installed onsite for you.
- Can I use my own graphics (like a back wall or pop-up banner) in addition to the furniture package?
  - Yes! These must still meet ASHG's booth build requirements.
- Can I use my own furniture and carpet instead?
  - Yes! You must inform the GSC that you decline / do not want the booth package included with your booth.
- Can I substitute the furniture or carpet in my booth package for something else?
  - No. These packages come as-is, there are no substitutions, swaps, or trade-outs.
  - Any other furnishings must be purchased separately.

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Specialty Pavilions and Booth Packages

These guidelines are in addition to the regular Booth Space and Ordering FAQs

- Do any packages come with electricity or other services?
  - No. All services must be purchased separately, including electricity, wifi, etc.
- Can I add a graphic to my New Exhibitor Pavilion counter?
  - Yes! Graphics may be purchased separately; contact the GSC directly for pricing.
- Can I add a graphic to the table drape with the NIH or Nonprofit & Advocacy booth package?
  - No. Standard table drapes from the GSC are not brandable. You may order or bring in a separate tablecloth / table throw.

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Island Booth Spaces

These guidelines are in addition to the regular Booth Space and Ordering FAQs

- Do island booths come with electricity or other services?
  - No. All services must be purchased separately, including electricity, wifi, etc.
- Can I have more time to install or dismantle my island booth?
  - Island booths can start moving in at 8 am two days before the show opens, which is an extra 4 hours of build time than a regular booth.
    - If more install time is needed than that, you must request an early move-in with ASHG directly; the GSC requires show approval for all early move-ins.
  - If you need more time at the end of the day for install or dismantle, you must submit an after-hours work approval form with the designated ASHG floor manager at the exhibitor service desk.
- Can I have a solid wall taller than 4’ high covering half or more of any side / edge of my island booth?
  - ***No.***

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Thank You

Questions?

Exhibits@ashg.org