

CONSTRUCTION/DESIGN

NEW! Pizza Expo Is Now a “Cubic Content” Show

Cubic content refers to the use of space rules in a standard booth space. This means exhibitors can build their exhibit within the entire width, depth and up to the maximum allowable height, depending on the booth type. **A line-of-sight booth design is no longer required.** See booth type and examples on following pages.

All exposed exhibit components extending above the 3' high pipe and drape sidewalls must be finished. Finished means NO company logos, imagery, electrical cords, or unsightly backing materials. In other words, it must be clean and presentable. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.

Pizza Expo Is a “No Concrete” Show

Floor covering is required in all booth spaces. Exhibitor is responsible for providing or ordering a floor covering or carpet. Floor covering must be fire-retardant in compliance with local fire and safety regulations. Exhibitors without a floor covering will have Freeman carpet placed in their booth, at their own expense.

Early Teardown Policy

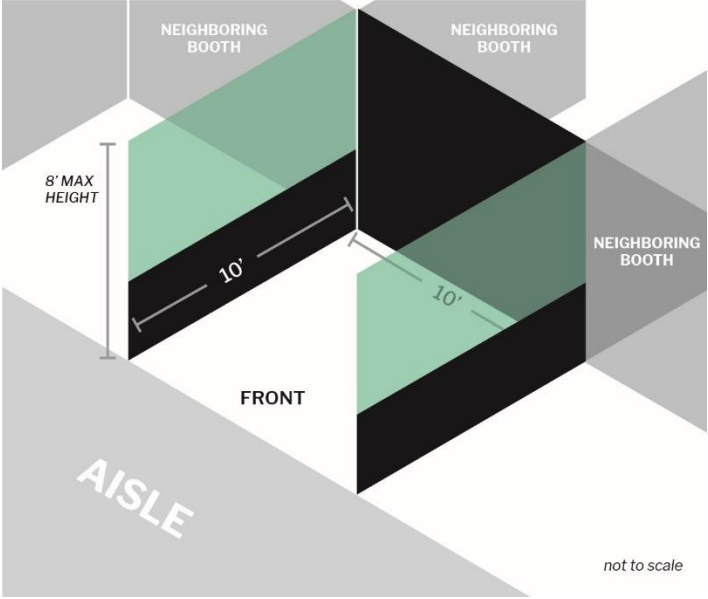
Early booth breakdown is strictly prohibited. International Pizza Expo is committed to eliminating these practices from the show floor on the final day of the tradeshow. **Exhibitors in violation of this policy will receive a written warning in 2024 and a fine in 2025, if they are found in violation again.** Please keep this in mind when making staffing decisions and travel arrangements.

Show Colors

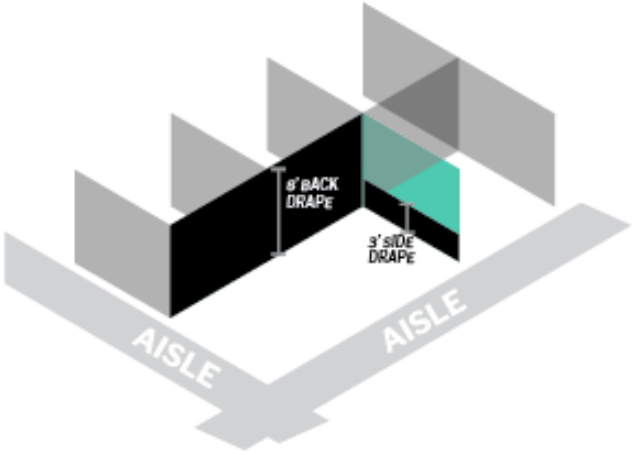
Backwall & Side Drape: Red, White, Grey

Aisle Carpet: Red


Standard / Linear / Inline Booth Guidelines

<p>Definition and/or Dimension</p> <p>A standard booth is a booth generally arranged in a straight line and have only one side exposed to an aisle, meaning there are neighbors on either side of the booth space. Also known as linear or inline booths.</p> <p>Standard booths are commonly 10ft deep and multiples of 10ft wide, i.e. 10ft x 10ft, 10ft x 20ft, 10ft x 30ft, etc.</p>	<p style="text-align: center;">INLINE BOOTH SPACE 10 X 10, cubic content, with provided drape, max height 8'</p>  <p style="text-align: right;"><i>not to scale</i></p>
<p>What's Provided / Included</p> <ul style="list-style-type: none"> • 8' high pipe and drape back wall • 3' high pipe and drape side walls • 11" x 7" booth identification sign with company name and booth number. • Booth # ID floor sticker on carpet outside of booth (placed AM of show day 1) <p>All other equipment, furnishings and services are the responsibility of the exhibitor.</p>	<p>"Wiggle Room" Factor</p> <p>The width and depth of your booth structure should be designed so any side adjacent to another exhibitors booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>
<p>Use of Space - Cubic Content Rule</p> <p>Exhibitors can build their exhibit within the entire width and depth of their booth space, and up to a maximum height of 8ft.</p> <p>Signs, logos, and graphics placed along booth edges may not face into adjacent booths.</p>	<p>Exposed Surfaces</p> <p>All exposed exhibit components extending above the 3' high pipe must be finished. Finished means NO company logos, imagery, electrical cords, or unsightly backing materials. In other words, it must be clean and presentable. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.</p>
<p>Floor Covering</p> <p>Floor covering is required in all booth spaces. Exhibitor is responsible for providing or ordering a floor covering or carpet. Floor covering must be fire-retardant in compliance with local fire and safety regulations.</p> <p>Exhibitors without a floor covering will have Freeman carpet placed in their booth, at their own expense.</p>	<p>Required Forms (coming soon!)</p> <p>Certificate of Insurance Exhibitor Appointed Contractor (EAC) Food & Beverage Sample Form</p>
<p>Hanging Signs</p> <p>Hanging signs are not permitted in standard / inline booths.</p>	

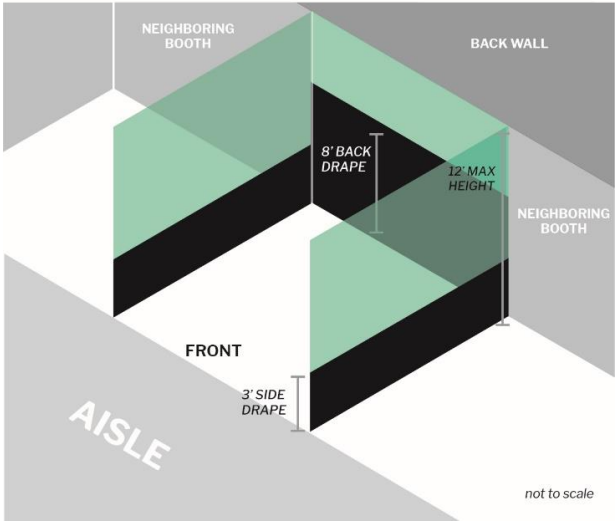
Corner Booth Guidelines

<p>Definition and/or Dimension A corner booth is a standard booth exposed to the aisle on two sides.</p>	<p style="text-align: center;">CORNER BOOTH SPACE aisles on 2 sides; cubic content w/ provided drape</p>  <p style="text-align: right;"><small>not to scale</small></p>
<p>What's Provided / Included</p> <ul style="list-style-type: none"> • 8' high pipe and drape back wall • 3' high pipe and drape side wall (between neighboring booth) • 11" x 17" booth identification sign with company name and booth number. • Booth # ID floor sticker on carpet outside of booth (placed AM of show day 1) <p>All other equipment, furnishings and services are the responsibility of the exhibitor.</p>	
<p>Use of Space - Cubic Content Rule Exhibitors can build their exhibit within the entire width and depth of their booth space, and up to a maximum height of 8ft.</p> <p>Signs, logos, and graphics placed along booth edges may not face into adjacent booths.</p>	<p>"Wiggle Room" Factor The width and depth of your booth structure should be designed so any side adjacent to another exhibitors booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>
<p>Floor Covering Floor covering is required in all booth spaces. Exhibitor is responsible for providing or ordering a floor covering or carpet. Floor covering must be fire-retardant in compliance with local fire and safety regulations.</p> <p>Exhibitors without a floor covering will have Freeman carpet placed in their booth, at their own expense.</p>	<p>Exposed Surfaces All exposed exhibit components extending above the 3' high pipe must be finished. Finished means NO company logos, imagery, electrical cords, or unsightly backing materials. In other words, it must be clean and presentable. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.</p>
<p>Hanging Signs Hanging signs are not permitted in corner booths.</p>	<p>Required Forms (coming soon!) Certificate of Insurance Exhibitor Appointed Contractor (EAC) Food & Beverage Sample Form</p>


Peninsula / End Cap Booth Guidelines

<p>Definition and/or Dimension An endcap or peninsula booth is exposed to the aisle on three sides. End cap booths are comprised of two booths and peninsula booths are comprised of at least four booths.</p>	<p style="text-align: center;">PENINSULA BOOTH SPACE cubic content, aisles on 3 sides, with provided drape, max height 8'</p>  <p style="text-align: right;"><small>not to scale</small></p>
<p>What's Provided / Included</p> <ul style="list-style-type: none"> • 8' high pipe and drape back wall • 11" x 17" booth identification sign with company name and booth number. • Booth # ID floor sticker on carpet outside of booth (placed AM of show day 1) <p>All other equipment, furnishings and services are the responsibility of the exhibitor.</p>	
<p>Use of Space - Cubic Content Rule Exhibitors can build their exhibit within the entire width and depth of their booth space, and up to a maximum height of 8ft.</p> <p>Signs, logos, and graphics placed along booth edges may not face into adjacent booths.</p>	<p>"Wiggle Room" Factor The width and depth of your booth structure should be designed so any side adjacent to another exhibitors booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>
<p>Floor Covering Floor covering is required in all booth spaces. Exhibitor is responsible for providing or ordering a floor covering or carpet. Floor covering must be fire-retardant in compliance with local fire and safety regulations.</p> <p>Exhibitors without a floor covering will have Freeman carpet placed in their booth, at their own expense.</p>	<p>Exposed Surfaces All exposed exhibit components extending above the 3' high pipe must be finished. Finished means NO company logos, imagery, electrical cords, or unsightly backing materials. In other words, it must be clean and presentable. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.</p>
<p>Hanging Signs Hanging signs are permitted in peninsula booths, 400 sq. ft or larger, with Show Management approval. Submit your Hanging Sign request via Hanging Sign and Booth Variance Form, also found in the Exhibitor Hub.</p>	<p>Required Forms (coming soon!) Certificate of Insurance Exhibitor Appointed Contractor (EAC) Food & Beverage Sample Form</p>


Perimeter Booth Guidelines

<p>Definition and/or Dimension A perimeter booth is a standard booth that backs to a wall of the exhibitor facility rather than another exhibit.</p>	<p style="text-align: center;">PERIMETER BOOTH SPACE booth backs up to wall in event space, max height 12'</p> 
<p>What's Provided / Included</p> <ul style="list-style-type: none"> • 8' high pipe and drape back wall • 3' high pipe and drape side walls • 11" x 17" booth identification sign with company name and booth number. • Booth # ID floor sticker on carpet outside of booth (placed AM of show day 1) 	
<p>Use of Space - Cubic Content Rule Exhibitors can build their exhibit within the entire width and depth of their booth space, and up to a maximum height of 12ft.</p> <p>Signs, logos, and graphics placed along booth edges may not face into adjacent booths.</p>	<p>"Wiggle Room" Factor The width and depth of your booth structure should be designed so any side adjacent to another exhibitors booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>
<p>Floor Covering Floor covering is required in all booth spaces. Exhibitor is responsible for providing or ordering a floor covering or carpet. Floor covering must be fire-retardant in compliance with local fire and safety regulations.</p> <p>Exhibitors without a floor covering will have Freeman carpet placed in their booth, at their own expense.</p>	<p>Exposed Surfaces All exposed exhibit components extending above the 3' high pipe must be finished. Finished means NO company logos, imagery, electrical cords, or unsightly backing materials. In other words, it must be clean and presentable. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.</p>
<p>Hanging Signs Hanging signs are not permitted in perimeter booths.</p>	<p>Required Forms (coming soon!) Certificate of Insurance Exhibitor Appointed Contractor (EAC) Food & Beverage Sample Form</p>

Split Island Booth Guidelines

<p>Definition and/or Dimension A split island booth is a booth exposed to the aisle on three sides and shares a common backwall with another split island booth.</p>	<p style="text-align: center;">SPLIT ISLAND BOOTH SPACE 8' provided fabric wall, max height 8'</p>  <p style="text-align: center;"><small>Not to scale. Colors shown may differ from actual booth fittings.</small></p>
<p>What's Provided / Included</p> <ul style="list-style-type: none"> • 8' high pipe and drape back wall • 11" x 17" booth identification sign with company name and booth number (for companies 400sqft and under) • Booth # ID floor sticker on carpet outside of booth (placed AM of show day 1) 	
<p>Use of Space - Cubic Content Rule Exhibitors can build their exhibit within the entire width and depth of their booth space, and up to a maximum height of 8ft.</p> <p>Signs, logos, and graphics placed along booth edges may not face into adjacent booths.</p>	<p>"Wiggle Room" Factor The width and depth of your booth structure should be designed so any side adjacent to another exhibitors booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>
<p>Floor Covering Floor covering is required in all booth spaces. Exhibitor is responsible for providing or ordering a floor covering or carpet. Floor covering must be fire-retardant in compliance with local fire and safety regulations.</p> <p>Exhibitors without a floor covering will have Freeman carpet placed in their booth, at their own expense.</p>	<p>Exposed Surfaces All exposed exhibit components extending above the 3' high pipe must be finished. Finished means NO company logos, imagery, electrical cords, or unsightly backing materials. In other words, it must be clean and presentable. Show management reserves the right to determine whether a wall is finished and may order draping of exposed sides at the exhibitor's expense.</p>
<p>Hanging Signs Hanging signs are permitted in split island booths, 400 sq. ft or larger, with Show Management approval. Submit your Hanging Sign request via Hanging Sign and Booth Variance Form, also found in the Exhibitor Hub.</p>	<p>Required Forms (coming soon!) Certificate of Insurance Exhibitor Appointed Contractor (EAC) Food & Beverage Sample Form</p>

Island Booth Guidelines

<p>Definition and/or Dimension An island booth is any size booth that is exposed to aisles on all four sides but is typically 20' x 20' or larger.</p>	<p style="text-align: center;">ISLAND BOOTH SPACE aisles on 4 sides</p>  <p style="text-align: right;"><small>not to scale</small></p>
<p>What's Provided / Included</p> <ul style="list-style-type: none"> All island booths are provided a raw space Booth # ID floor sticker on carpet outside of booth (placed AM of show day 1) <p>All equipment, furnishings and services are the responsibility of the exhibitor.</p>	
<p>Use of Space – Cubic Content Rule Exhibitors can build their exhibit within the entire width and depth of their booth space, and up to a maximum height of 12ft.</p> <p>If an exhibitor plans to have structures taller than 12ft, please submit details for review by Show Management using the Hanging Sign and Booth Variance Request Form, also found in the Exhibitor Hub.</p>	<p>Floor Covering Floor covering is required in all booth spaces. Exhibitor is responsible for providing or ordering a floor covering or carpet. Floor covering must be fire-retardant in compliance with local fire and safety regulations.</p>
<p>Hanging Signs Hanging signs are permitted in island booths, with Show Management approval. Submit your Hanging Sign request via Hanging Sign and Booth Variance Form, also found in the Exhibitor Hub.</p>	<p>“Wiggle Room” Factor Since island booths do not have any adjacent booths, the “wiggle room” rule is not applicable.</p>
<p>Multi-Level Exhibits A Multi-Level exhibit consists of a display fixture comprised of two or more levels. A multi-level exhibit requires prior approval by the exhibit facility and/or relevant local government agency because it is deemed to be a “structure” for building purposes.</p> <p>All Multi-Level exhibits require a plan that is signed, sealed (with official seal) and dated by a registered architect or engineer and a certificate of flame-retardant materials submitted to the facility at least sixty (60) days in advance of move-in.</p> <p>Please submit multi-level exhibits details to Show Management using the Hanging Sign and Booth Variance Request Form, also found in the Exhibitor Hub.</p>	<p>Required Forms (coming soon!) Certificate of Insurance Exhibitor Appointed Contractor (EAC) Food & Beverage Sample Form</p>

Booth Package Upgrades

Signed Peninsula / End-Cap Booth Upgrade	
What's Included? <ul style="list-style-type: none">• (1) 96" x 44" double sided sign with full color exhibitor logo• Rigging labor to hang sign	To Know <p>Show Management will email company contact for an up to date copy of company logo. Show Management will order, pay and coordinate the hanging of the sign.</p> <p>Exhibitor DOES NOT need submit hanging sign request form for this sign.</p>

Gold Coast Exhibitor Booth Upgrade	
What's Included? <ul style="list-style-type: none">• (1) banner, gold background with exhibitor logo in black. Size of banner dependent on size of booth: 12ft x 12ft (for booths 400sqft) & 12ft x 24ft (for booths larger than 400sqft)• Gold mylar drape behind booth• Rigging labor to hang sign & gold mylar drape	To Know <p>Show Management will email company contact for an up to date copy of company logo. Show Management will order, pay and coordinate the hanging of the sign. Exhibitor DOES NOT need submit hanging sign request form for this sign.</p> <p>Additional signage may be hung from the banner provided, with Show Management approval. Submit your Hanging Sign request via the Hanging Sign and Booth Variance Form, also found in the Exhibitor Hub.</p>

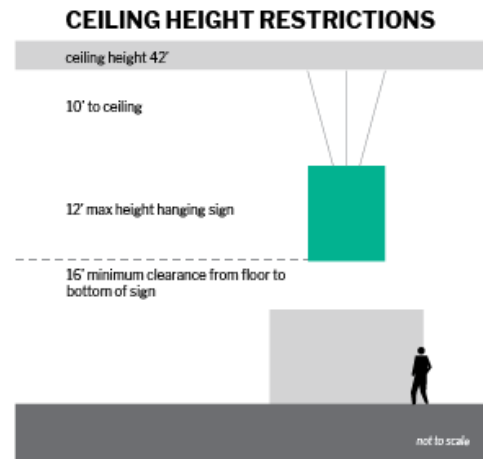
Hanging Signs & Airborne Objects

Hanging signs & airborne objects are permitted in all island, split island, and peninsula / end-cap booths that are 400 sq. ft. or larger, with Show Management approval. All other standard booth types do not qualify for hanging signs and graphics, regardless of size. The exception to this rule is if you purchased a signed peninsula / end-cap booth package; a sign will be created and hung above your booth by Show Management.

All signage is to be hung at a height of 16ft from the floor to the bottom of the sign to ensure consistency throughout the show floor. Size of the signage itself can be up to 12ft tall. See diagram to the right.

Hanging Signs should be placed 10ft away from neighboring booths.

Any booth design variance from this rule must be submitted to Show Management and receive approval. Submit a [Hanging Sign and Booth Variance Request Form](#) with your design details and request, also found on the Exhibitor Hub.



Approval Process

All hanging signs must be approved by Show Management. Please submit your sign details for review via the [Hanging Sign and Booth Variance Form](#), also found on the Exhibitor Hub. Please be sure to include a rendering of your sign within your booth space.

Rigging Orders

Freeman is the official service provider for hanging sign and airborne object (truss) rigging. Exhibitors may not assemble or install hanging signs or truss.

Once approved by Show Management, the exhibitor will need to place appropriate orders for rigging and hanging sign or truss work via [Freeman Online](#), as well as completing the "Structural Integrity Statement". Be sure to complete an electrical order if your hanging sign or truss requires electrical via [Freeman Online](#) (coming soon!).

All rigging plans must be submitted to Freeman Rigging Manager three (3) weeks prior to move-in, in DWG format.

Hanging signs should be shipped to the Freeman Advance Warehouse, using the Hanging sign shipping label (coming soon!).

[Hanging Sign Request Form](#)