

Booth Ceiling Height

A reminder of “Booth Ceiling Heights” is listed below. Please read this information carefully. If after looking over the height and/or backdrop specifications you find that your booth will not be able to be in compliance, please contact Lynn Fisher at the TAA office immediately. There is still time to place you in an appropriate space.

Standard Booths (10 x 10) — 8’ high (One or more standard spaces in a straight line.) Height of displays may not exceed the height of the eight foot drape on the back of the booth space.

End-Cap Booths (10 x 20) — 8’ high *Back-to-back corner exhibit spaces that are combined to make one booth facing an aisle.*

End cap booths have a back wall twenty feet wide. The center 10 feet of that back wall may contain a display eight feet high. The five feet on either side of that center portion are limited to displays four feet in height. Exhibitors in end cap booths must finish the back portion of their space so it will not be objectionable to the adjacent exhibitors.

As you can see from the accompanying diagram, the end cap booth space has some advantages, and potential disadvantages, depending on the nature of your display.

Island Booths (20’ x 20’ or larger) — 16’ high (A block of space with aisles or lounge on all four sides.) Height of the displays may go up to a maximum of sixteen feet, provided sight-line clearance is maintained starting from the perimeter of the booth to a depth of five feet on all four sides of the booth.

Peninsula Booth (20’ x 20’ or larger) — 16’ high (A block of space with aisles on three sides and composed of a minimum of four booths.) Height of the displays may go up to a maximum of sixteen feet, provided sight-line clearance is maintained starting from the perimeter of the booth to a depth of five feet on all four sides of the booth.

Other Guidelines/Exhibit Regulations - Unfinished sides left exposed shall be draped or finished at the expense of the exhibitor. No exhibit material may extend beyond the boundaries of the exhibit space. **The Texas Apartment Association reserves the right to have such finishing done and bill the exhibitor for charges incurred.**

TAA Show Management will be closely monitoring ceiling height requirements and will not allow exhibitors to set up if you are in violation. If you have any questions about your booth height, please fax your booth diagram to Lynn Fisher, CMP at (512) 479-6291 or email her at lynn@taa.org. Upon review, you will be contacted to discuss and receive verbal and written approval.