

2024 Booth Space Design Options

Booth Space Design Options

In an effort to create a balanced exhibit area, all exhibits will be positioned strategically throughout the floor space. In fairness to all participating companies, no company shall be granted the primary location nearest the entrance for consecutive years. The ISMRM reserves the right to rearrange the floor plan at any time for any reason. The ISMRM also reserves the right to relocate any exhibitors should it become necessary for causes beyond the control of the ISMRM, or advisable in the best judgment of the ISMRM. The signing of the contract constitutes full agreement with these assignment policies and procedures.

Please note that the final floor plan will be different from the preliminary floor plan shown in the Prospectus for the purpose of booth selection. The ISMRM redraws its floor plan yearly based on the requests and needs of exhibitors, rather than requiring exhibitors to fit into an existing model. The ISMRM reserves all rights to draw a floor plan that best meets its show requirements but will do all possible to accommodate exhibitors' requests as submitted on the contract for booth space.

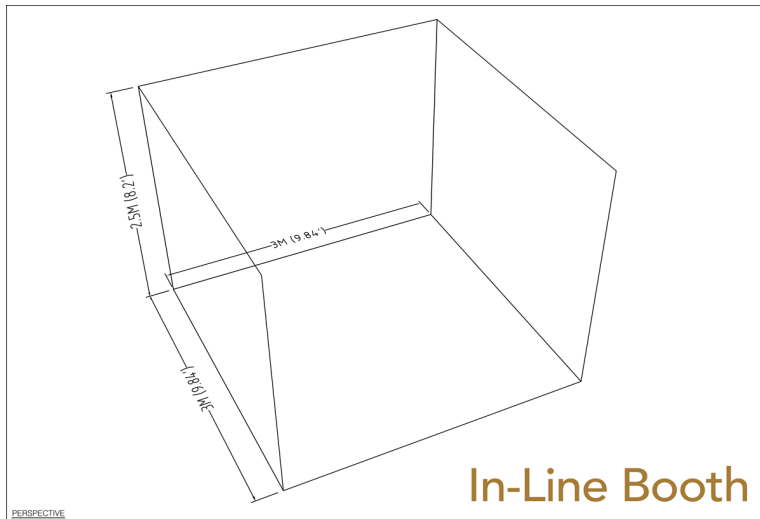
Booth Schematic Options

Booth Choices That Meet Your Exhibition Needs

Note:

- Booth payment **only** includes the booth space and the hard shell walls (if applicable). It is the exhibitor's responsibility to order and provide furnishings, flooring, cleaning services and electrical set-ups in their booth space.
 - Any booth larger than 20 feet x 10 feet (6 meters x 3 meters) in size must provide detailed, scaled drawings with dimensions to the meetings coordinator (katrina@ismrm.org) and the Suntec Singapore Convention & Exhibition Centre.
- Floor covering is mandatory in all booth spaces. Booths without floor covering are subject to be carpeted per ISMRM's discretion and will be at the expense of the exhibitors. ISMRM will provide aisle carpeting in the exhibition hall.

In-Line Booths

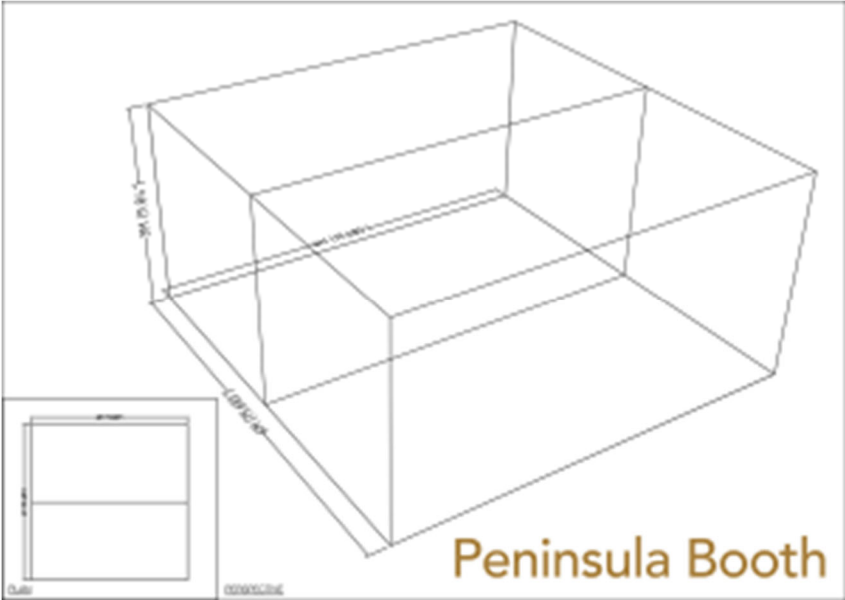


An In-line Booth is one or more standard booth units in a straight line, and is enclosed with walls in the back, left, and right sides with an opening in the front. The standard in-line booth size is 10 feet x 10 feet (3 meters x 3 meters) and can go up to 20 feet x 10 feet (6 meters x 3 meters). Booths at the ends of each aisle (corner booths) will be open in the front and on one side facing

an aisleway. In-line booths can only have one (1) corner. The maximum height for all booth contents is 8 feet (2.5 meters). Each In-line exhibit will be a hard shell wall and metal frame layout supplied with an 8' back wall and a 44" x 7" ID sign header with company name and booth number.



Peninsula Booths



Peninsula Booths are 20 feet x 10 feet (6 meters x 3 meters) with two (2) corners and is open to aisles on three sides (front, left, and right). They are composed of a metal frame with an 8' hard shell back wall and the remaining three sides left open. With the exception of the hard shell back wall, no other solid wall areas are allowed on the external boundaries of the booth.

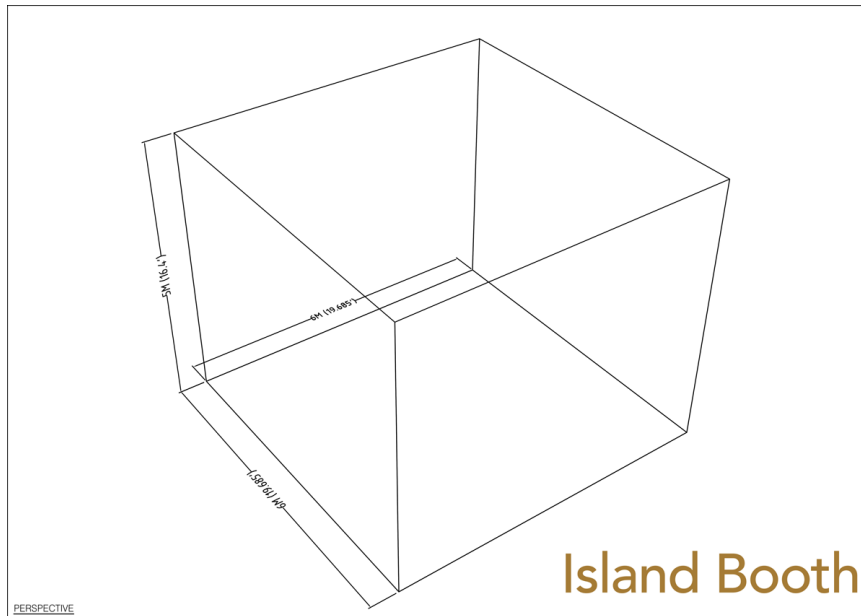
The maximum height of the back wall facing the neighboring booth is 10 feet (3 meters). All components of the booth must be placed below this height. Any booth above 8 feet (2.5 meters) in height must be finished on the back up to 10 feet (3 meters). Peninsula Booths will also be supplied with a 44" x 7" ID sign header with the company name and booth number.

18 sqm



3 sides open

Island Booths



An Island booth is any space exposed to the aisles on all four sides. All island booths (regardless of size) should allow 20% visibility on all sides. Examples:

- 20 feet x 20 feet (6 meters x 6 meters) island: each side of the booth must have visibility for a minimum of 4 feet (1.22 meters).
- 40 feet x 30 feet (12

meters x 9 meters) island: each 30-foot (9-meter) side of the booth must have visibility for a minimum of 6 feet (1.83 meters).

Each 40-foot (12-meter) side of the booth must have visibility for a minimum of 8 feet (2.44 meters).

No full solid walls are allowed on the external boundaries (aisles) of the booth space. Exhibitors may use clear acrylic or similar material to create a wall that will allow for line of sight from one booth to the next. The maximum height for any Island booth space is 16 feet (5 meters) based on written approval from an ISMRM representative.

Preliminary Floor Plan

The 2024 ISMRM & ISMRT Annual Meeting & Exhibition will be held in the Exhibition Hall at the Suntec Singapore Convention & Exhibition Centre, from 04-09 May 2024. The Technical Exhibition and Poster Hall (Digital & Traditional Paper Posters) will be located on Level 4 in Exhibition Halls 403 & 404 and, again, intertwined. When you enter the Technical Exhibition Hall, you are entering a hall that will incorporate exhibition booths and posters crisscrossing the hall.

Our rules and regulations have been created to give each exhibitor the most effective use of rented space. Space dimensions shown on floor plans are from centerline of booth equipment, such as side rails and/or back wall. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at the rear of the booth.

Special Regulations

No part of any exhibit, or signs relating thereto, shall be posted, nailed or otherwise attached to columns, walls, floors or other parts of the building or its furniture in any way to deface the same. Damage arising from failure to observe these rules shall be payable by the exhibitor. Operational equipment, audio-visual presentations, and other sound and attention-getting devices and effects may not create noise levels objectionable to neighboring exhibitors. Product and service demonstrations are to be straightforward and professional and must avoid the use of theatrical gimmicks.

All activities of each exhibitor must be confined to the exhibitor's allotted space. The exhibitor must, at their expense, maintain and keep their exhibit and the space for which they have contracted in clean and good order. It is the responsibility of the exhibitor to seek prior approval for any handout items that may be considered questionable; without such prior approval, the exhibitor may be penalized priority points.

Exhibitors are allowed to photograph, videotape, or electronically or mechanically record their company's booth for exhibitor personnel during regular floor access hours without the use of electrical lighting; this includes setup and dismantling hours. Media photographing, videotaping, or electronically or mechanically recording on the exhibit floor is permitted only with prior permission. **Permission requests for media coverage must be submitted in writing to the Executive Director and/or Meetings Manager at least thirty (30) days prior to move-in.** All construction materials must conform to local codes. Table drapes, textile or paper displays, back wall drapes, and any decoration must be flameproof. All exhibits and materials are subject to inspection by the local fire marshal. Violation of any of these rules by the exhibitor or its employees or agents shall, at the option of ISMRM, forfeit the exhibitor's rights to occupy space, and such exhibitor shall forfeit to ISMRM all monies paid or due.

Venue Rules and Regulations

Exhibitors have the obligation to purchase and collect licenses and permits that are required by venue, local and/or state regulations. ISMRM exhibitors are required to comply with venue and/or local health, fire, and safety ordinances and regulations. All services and booth set-ups including displays and electrical equipment must comply with all state and local regulations. Information about Suntec Singapore Convention & Exhibition Centre's rules and regulations will be provided in the Exhibitor Service Kit. ISMRM will not have any further responsibility to inform exhibitors about venue regulations. ISMRM is not responsible for settling disputes between exhibitors, local government entities and unionized services provided by the venue.

Acceptance of Regulations

If no contact is made with the ISMRM office about these rules and regulations, their acceptance is assumed and confirmed by the signature on the contract for exhibit space.

All matters and questions not covered by these regulations are subject to the decision of ISMRM Executive Director Anne-Marie Kahrovic.