

2025 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. ISMRM will provide written notice to any exhibitor whose booth space is affected by any change in floor plan.

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.

Each exhibit booth space should be arranged in a way as to not obstruct the general view nor hide neighboring exhibits. No exhibit booth space will be permitted to interfere with the use of other exhibits or impede access to them or the free use of aisles. Plans for specially built designs are required to be submitted to ISMRM and their appointed Meeting Contractor before construction is ordered. All three booth layouts must adhere to the booth regulations highlighted below.

Booth Schematic Options

Booth Choices That Meet Your Exhibition Needs

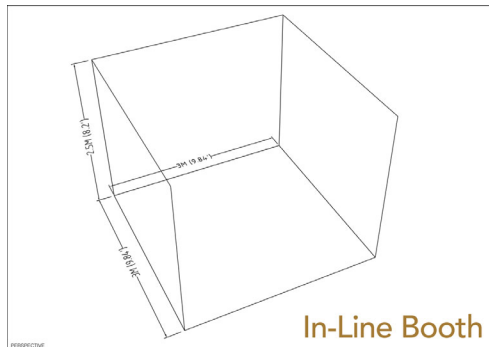
Note:

- Your booth contract **only** includes the booth space. It will be the exhibitor's responsibility to order and provide furnishings, flooring, cleaning services, and electrical set-ups in their booth space. If you select an in-line booth, it will also include the pipe-and-drape scheme and a cardboard sign identifier with company name. No pipe and drape will be provided for island booths.

- 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 Hawai'i Convention Center.

- The Kamehameha Exhibition Hall is a non-carpeted exhibit hall. All exhibiting companies are required to provide flooring for the full extent of the square meters of their assigned booth. This applies to all booth types (i.e., in-line, corner, and island). Carpet/flooring can be ordered through ICS; additional information and pricing details will be available in the exhibitor service kit in late-January. Booths without any 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

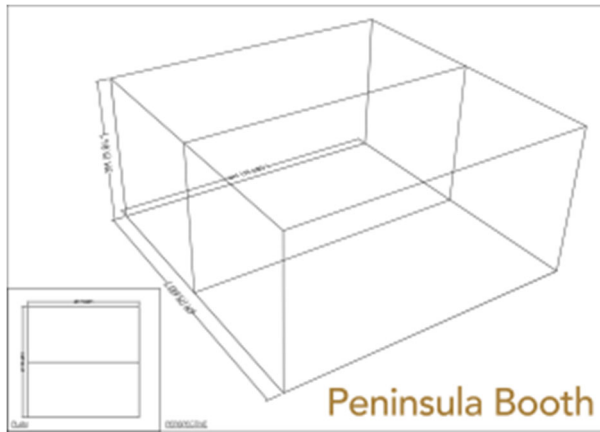


An in-line Booth is one or more standard booth units in a straight line and is enclosed on three sides with the opening to the aisle. Booths at the ends of each aisle (corner booths) will be open on two sides. In-line booths can only have one (1) corner. The standard booth size is 10 feet x 10 feet (3 meters x 3 meters). Each in-line exhibit will be a pipe-and-drape layout supplied with an 8 feet high

draped back wall, two 3' side rails (one for corner booths), and a 44" x 7" ID sign with company name and booth number. Items for display in the booth space must be arranged in a way that does not obstruct the line of sight/visibility of neighboring exhibitors. The maximum height for all booth content is 8 feet (2.5 meters) for the back wall (i.e. a graphic hard/fabric wall) and for the rear half of the booth space (5'/1.5 meters or less from the back wall). The maximum height allowed for the sides are 4' (1.22 m).



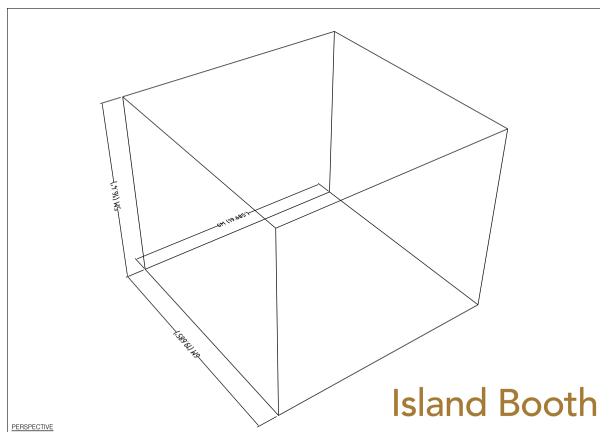
Peninsula Booths



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). With the exception of the 8 feet (2.5 meters) high draped 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.

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.

Hanging Signage & Graphics

Hanging Signs and Graphics are allowed in standard Peninsula and Island Booths, to a maximum height range of 20 feet (6m) from the top of the sign. The distance is measured from the floor to the top of the sign. Whether suspended from above, or supported from below, they should comply with all ordinary use-of-space requirements. Hanging Signs and Graphics should be directly over contracted space only. Approval for the use of Hanging Signs and Graphics, at any height, should be received from the exhibitions organizer at least 60 days prior to installation. Variances may be issued at the exhibition management's discretion. Drawings should be available for inspection. ISMRM recommends that exhibitors contact the Show Contractor ICS to request a cost estimate for hanging signs.

Preliminary Floor Plan

The exhibition portion 2025 ISMRM & ISMRT Annual Meeting will be held in the level 1 Kamehameha Exhibit Hall at the Hawai'i Convention Center, from 11-15 May 2025. The Technical Exhibition and Poster Hall (Digital & Traditional Paper Posters) will be located on Level 1 in the Kamehameha Exhibit Hall 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.

Installation & Dismantling of Exhibit Space

Admittance to the Exhibition Hall during booth installation and dismantling times is limited to exhibitor personnel and ISMRM-approved External Appointed Contractor personnel employed by the exhibiting company. Under no circumstance will meeting attendees and guests be allowed in the exhibit area outside of the designated Exhibition Hall hours.

Booth personnel will be allowed to hand-carry their own materials into and out of the exhibit facility. The use or rental of dollies, flat trucks, and other mechanical equipment, however, is not permitted. ISMRM's Freight Logistics Manager and Meeting Contractor will control access to the loading docks to provide a safe and orderly move-in/out. Unloading or reloading at the dock from any and all contracted carriers will be handled by the Meeting Contractor and Freight Logistics Manager.

Safety vests and close-toed shoes are required for all individuals occupying the Exhibition Hall during booth installation and dismantling periods.

Standing on chairs, tables, or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. ICS and ISMRM cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please request help at the ICS exhibitor services desk located in the Exhibition Hall.

Special Regulations

Each exhibitor agrees to conduct their exhibit in accordance with the purposes, goals, and mission of ISMRM. Exhibitors may only showcase products and services that are relevant and contributing to the advancement of magnetic resonance technology and research in medicine and biology. Exhibitors are forbidden from using their exhibit to disparage ISMRM and ISMRT, its members, or other exhibitors. ISMRM reserves the right to take the following actions at its sole discretion: the closure of any exhibit space, directing security to remove exhibit personnel, and ordering a cease-and-desist of any audiovisual equipment if an exhibit is deemed excessively loud, disruptive, disturbs neighboring exhibits, or violates the terms of this contract.

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 Director of Meetings 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 & 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 Hawai'i 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.

Union labor, depending on the site, building, and contractor requirements, may be required. If required, the exhibitor shall comply with all labor union rules and 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.