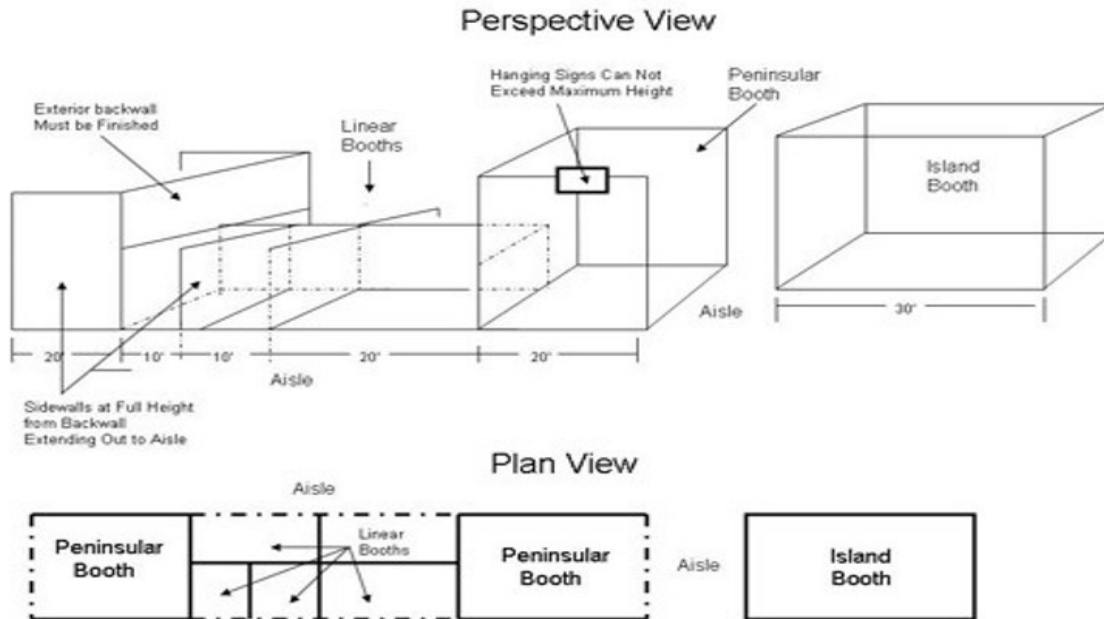


Height & Booth Limitations

International Restaurant & Foodservice Show of New York follows the *cubic content rule*, which allows exhibitors to make maximum use of their booth space. Under *the cubic content rule*, exhibitors may build up to the front of their booths, and up to the maximum allowable height according to booth type as indicated below.



The following maximum height limits will be strictly enforced. Variances will be considered & reviewed by show management. Please plan your booth display and sign structures accordingly.

Linear Booth - 10' – *Hanging signs are not permitted*
Bounded by 1 or 2 aisles

Peninsula Booth - 16'

Island Booth - 16'