

Selecting Your Space: Trade Show Booth Types & Specifications

Choosing the right booth type is one of the most critical decisions in your event strategy. Your selection dictates not only your floor visibility and traffic flow but also governs rigid venue rules, height restrictions, and engineering requirements. This guide outlines the standard layout profiles available to help you choose the ideal format for your brand.

Booth Type	Standard Dimensions	Structural Layout Profile	Best Usage & Advantages
Inline / Linear Booth	Standard Sizes: 10' x 10', 10' x 20', 10' x 30'	Surrounded by neighbors on three sides, leaving only the front facing a single aisleway. Standard back walls are capped at 8 feet high, with side dividers dropping down to 3 feet high at the midway mark to maintain visibility down the aisle.	• Product launches with focused messaging. • Budget-conscious exhibitors. • Solo operators or smaller booth staff crews.
Corner Booth	Standard Sizes: 10' x 10', 10' x 20'	Located at the end of an aisle row, exposing the space to two intersecting pedestrian walkways. It follows the same structural height restrictions as an inline booth but increases visibility and accessible entry points.	• High-traffic product demonstrations. • Exhibitors wanting dual-angled graphical brand exposure. • Increasing footprint value without paying for full custom footprints.

Peninsula Booth	Standard Sizes: 20' x 20' or larger	Exposed to pedestrian aisles on three sides, backing directly onto another peninsula or inline row. Gives an expansive presence on the show floor. Height limits frequently extend up to 12-16 feet depending on venue regulations.	• Large brand activations. • Dedicated zones for physical product walk-throughs. • Multi-staff environments requiring separate consultation areas.
Island Booth	Standard Sizes: 20' x 20', 20' x 30', 50' x 50'+	A premium standalone footprint surrounded by pedestrian aisles on all four sides. It operates completely detached from neighbors. Height ceilings frequently climb to 16-20+ feet, making it eligible for large overhead rigging systems.	• Market leaders demanding maximum floor dominance. • Complex experiential lounges, live theaters, or high-end meeting rooms. • Multiple sub-brands under a unified corporate banner.
Perimeter Booth	Standard Sizes: 10' x 10', 10' x 20'	An inline-style booth located strictly along the outermost structural walls of the convention facility floor. Because there are no neighbors behind it, venues grant extended back wall graphic allowances—often up to 12 feet high.	• Brands requiring highly vertical structural showcases. • Product exhibits that benefit from being out of high-velocity center floor traffic. • Tall modular framework installations.

Critical Venue Structural Rules to Remember

Before finalizing your booth configuration or graphic production, make sure to cross-reference your layout choice with two main venue principles:

- 1. The Sightline Rule (Line-of-Sight):** Designed to keep neighbor booths from blocking each other. For standard inline setups, full-height (8-foot) sidewalls cannot extend all the way to the front aisle. They must drop down or step back past the 5-foot midway point so you don't block the view of the booth next to you.
- 2. Structural Rigging Clearances:** Suspended ceiling signs are typically reserved exclusively for Island and Peninsula configurations of 20'x20' or larger. Inline spaces are restricted to ground-supported frameworks only.

Unsure which layout fits your budget and goal? Contact Westkey Xibita: 1-800-663-9952