

# TABLETOP GUIDELINES

*I understand my package includes a tabletop,  
but what does that mean?*

*What is included?*

*What can I bring?*

*Is this the same as an expo?*

***Your questions answered!***

***With photo examples!***

## What Does the Tabletop Entail?

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- One 6' long x 2' wide table – table is mandatory, you can not opt for just the 6' x 2' space (sorry!)
- Hotel will provide table skirt
- Approximately 2' space off to the side of your booth for a free-standing banner or poster
- Easel stand available **upon request**
- Power outlet available **upon request**
- AV rental available **upon request**

## What Do You Suggest We Have at Our Tabletop?

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- Company pamphlets, CDs, USBs to share with attendees
- Custom table skirt
- Giveaways! Everyone loves swag. Low budgets? Bring leftovers from previous events to share with your key prospects
- Equipment, boxes, components – *this MUST fit ON your tabletop*
- Laptop with demonstration, videos, or slides
- An I-banner (pop-up banner) or poster to stand on an easel (approx 30" x 42") or tri-fold that stands on top of the table – *remember to request the easel ahead of time*

*The following slides have examples of what is and is NOT permitted*

## APPROVED – Tabletop Tri-Fold



Still unsure? Contact [events@lightreading.com](mailto:events@lightreading.com) to confirm. Pictures welcome to avoid uncertainty!

# APPROVED – Table Skirt, Giveaways, Pamphlets, I-Banner



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# APPROVED – Table Skirt, Pamphlets, Poster on Easel



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# APPROVED – Table Skirt, Poster Standing on Table, Pamphlets



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# APPROVED – Tri-Fold on Top of Table, Compact Equipment



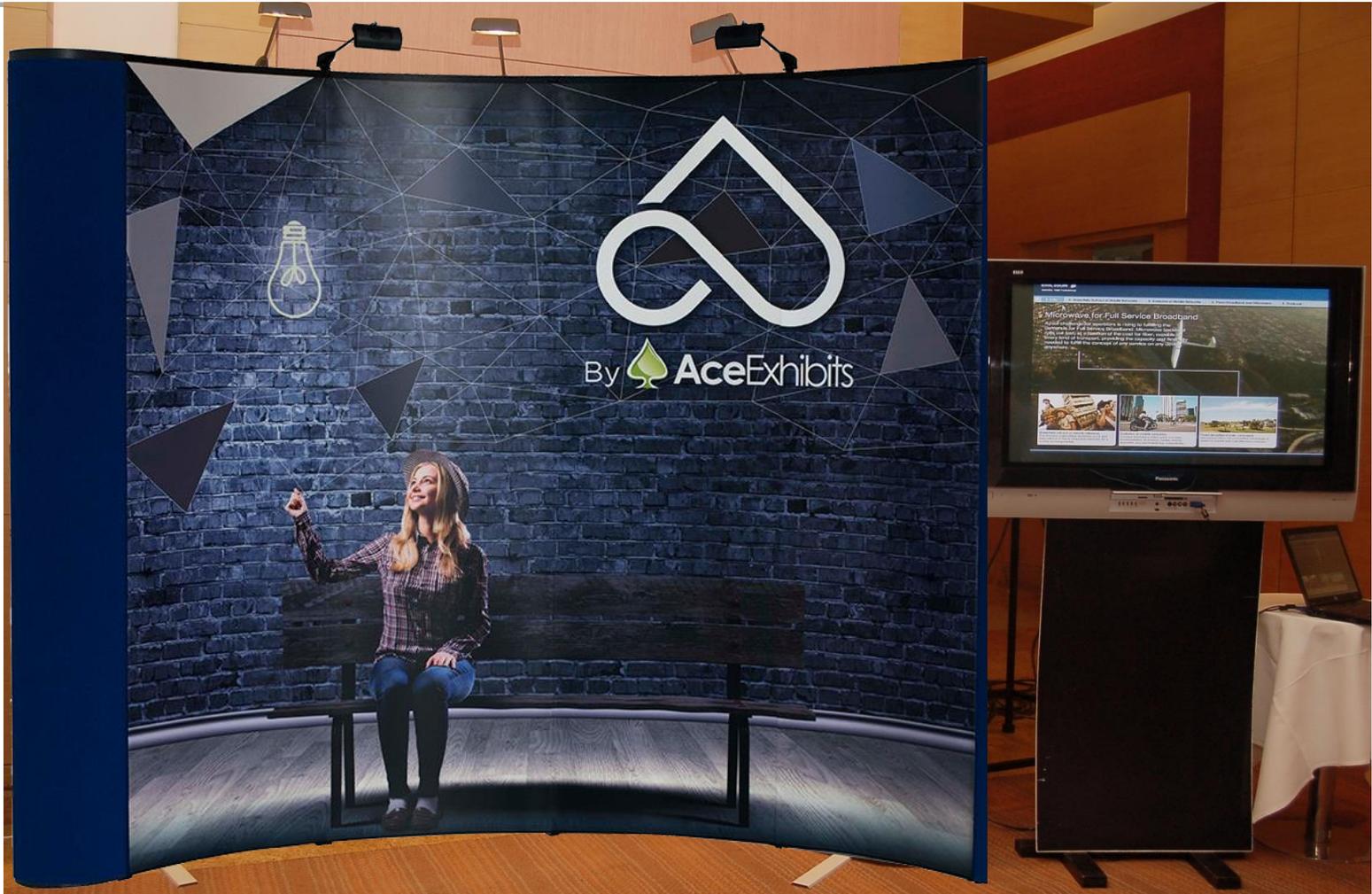
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# APPROVED – Equipment, Table Skirt



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# NOT APPROVED – Pop-Up Booths



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# NOT APPROVED – Not Using Tabletop



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