

# ALLOCATION GUIDELINES

## ASSESSMENT CRITERIA AND ALLOCATION OF SPACE

Space is made available according to several criteria:

- The type of display
- The size of display
- Internal or external requirements
- Availability of services
- Presence of similar products in the area
- Early booking
- The fit of your exhibit to the area
- The interest likely to be generated
- The standard of exhibit
- The suitability of your exhibit
- The quality of your product
- How your exhibit is presented

## REQUIREMENTS OF DISPLAY

Your display should be:

- Interesting to Show visitors
- Non-controversial
- Of a professional standard
- Clean, neat and tidy
- Interactive, educational, and entertaining
- Creative and innovative
- Uncluttered with space to move
- Represent value for money
- Complimentary to adjacent exhibits

CASS does not guarantee availability of space and reserves the right to alter an allocation, move a site position or reject any application according to it's own requirements. No correspondence will be entered into any such decision for unsuccessful applications.