

# SHELL SCHEME STANDS

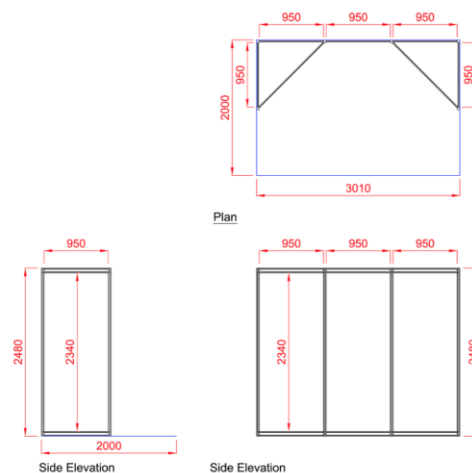
Shell Scheme Stands will be erected for exhibitors by Freeman Group and are laid out as follows:

Stands are built using 2.5m high white Octonorm panels. Each stand will have a back wall and 1m dividing panel between the neighbouring stand. Corner stands will be open to 2 sides. Please see visual below (please note this is a 3m x 2m stand). The venue is carpeted in a dark colour.



There are no electrics, graphics or furniture included in the standard stand package unless these have been added on - please check your contract carefully. If graphics are included in your stand package, please refer to the 'Graphics - supply of artwork' section overleaf.

Dimensions of your stand panels





## IMPORTANT INFORMATION

Under no circumstances must anything be nailed, screwed or glued to the shell scheme panels or metal framework of the stand. Exceptions are, two part Velcro (hook and loop), blu tack and double-sided sticky pads to fix light exhibits. A range of brackets and clips are available to carry panels, shelves, signs etc. An order form for additional stand fittings, together with a shell scheme illustration can be found in this manual.

All damage will be charged to the exhibitor at full replacement costs.

Exhibitors must adhere to the requirements listed above and also the terms and conditions of the show when onsite. If exhibitors are found to be breaching health & safety regulations or conducting business from areas other than their own paid for stand space; they will be asked to move from the area and return to inside their stand. If this opposition to the rules continues, exhibitors will be issued with a written warning. **The venue and organisers reserve the right to remove items or close down your stand if this breach continues.**

These rules are in place to protect your own products and the health and safety of yourself, your own staff and the visitors to the show.

## GRAPHICS - SUPPLY OF ARTWORK

If your stand package includes a graphic, please see below for details of artwork submission. Please note the graphic will cover the back wall of your stand. You are welcome to remove the graphic and take this with you at the end of the show.

The artwork sizes are as follows:

Stand Size	Artwork size	Bleed
2m back wall	1950mm x 2400mm	50mm
3m back wall	2940mm x 2400mm	50mm
4m back wall	3930mm x 2400mm	50mm

Artwork to be supplied by **08 NOVEMBER** latest - please refer to the file preparation guidelines overleaf.



## Digital File Preparation

All design work is carried out on Apple Macs, below are the main file formats and software we use

**File formats** | ai, eps, tiff, jpeg\*, bmp, PDF\*\*

### Programme

Adobe Illustrator CC  
Adobe Photoshop CC  
Adobe InDesign CC  
Adobe Acrobat

### Preferred Format

ai, eps  
tiff, eps, bmp, jpeg\*  
PDF\*\*

- Artwork should ideally be supplied no smaller than 1:4 scale at 300dpi with 10mm bleed when scaled to actual size, there is no need to add any print registration marks.
  - Artwork for banner wraps can be supplied at 1:10 scale at 300dpi with 100mm bleed at actual size, there is no need to add any print registration marks.
  - Artwork which is going to be produced in vinyl, for example; solid company logo's or text, **MUST** be supplied in a vector format, artwork created in a pixel format i.e. TIFF, JPEG is **NOT** suitable.
  - For the best quality, artwork should be created in vector format (ai or vector eps).  
**Gif files are not acceptable.**
  - Please supply **ALL** relevant fonts (where outlining is not possible) and slinked images.
  - For colour matching please supply colour hard copies or Pantone colours, colour accuracy **can not** be guaranteed from CMYK or RGB files.
  - Company logos and artwork taken from web sites as a general rule of thumb are **not** a high enough quality for print.
  - Microsoft Word and Excel are for text only, logos and images inserted in are generally not high enough quality.
- \* JPEG - We accept this format but only if used to compress a file for ease of sending, the original artwork must have been created high resolution.
- \*\* PDF - These are print files only and can not be altered, artwork must be set up at correct proportion and at print ready quality.

**No responsibility can be taken for the accuracy of any artwork recreated due to poor quality or if no colour references are supplied.**

The link to our FTP is <http://dropbox.yousendit.com/BangOn>

**If you require any further information please call on 0121 7886530**

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