



SHELL SCHEME INFORMATION

Shell Stands will be erected for exhibitors by The Business Design Centre Group. However please note that stands in each area of the show are built to different designs as follows:-

Our packages are designed to make exhibiting as straightforward and cost effective as possible. We take the hassle out of setting up your stand.

All you need to provide is your staff and your product samples, we'll do the rest.

Space only - £199 per sqm

Premium Bar Package - £2000

6sqm of space, 2m bar, 3m back wall (exhibitor to supply own branding), nameboard

Super Premium Bar Package - £2400

6sqm of space, 2m bar, 3m branded back wall, nameboard - includes printing, delivery and installation of graphics

Ultra Premium Bar Package - £2500

6sqm of space, 2m bar, 3m branded back wall, nameboard, poser table and 2 stools - includes printing, delivery and installation of graphics

Sponsorship -

A number of sponsorship packages are available around the show. These are perfect for taking your brand beyond your stand and ensuring extra coverage before, during and after the show. For more information contact a member of the team.

INCLUDED IN THE GENERAL SHELL SCHEME PACKAGE: -

Long Arm Spotlights over your stand are included in your payment. See chart for allowance: **NO LIGHTING IS INCLUDED UNLESS SPECIFIED IN THE EXHIBITORS CONTRACT!**

Stand Size	Long Arm Spotlight allowance
0 - 12 sqm	2
13 - 18 sqm	3
19 - 27 sqm	4
28 - 36 sqm	5
37 - 45 sqm	6

EXCLUDED FROM THE PACKAGE: -

No furniture is provided apart from in the Ultra Premium Package

No shelves or other stand fitting items are provided. To order these please complete the shell scheme extras form.



No electrical mains or sockets are provided. Any other electrics you may require, such as power sockets or additional lighting are available through The Business Design Centre and **MUST BE ORDERED WELL IN ADVANCE TO AVOID LATE SURCHARGES** - see order form.

THE GENERAL LAYOUT OF A TYPICAL TRADITIONAL STAND IS AS FOLLOWS:

The walls are 2.74m high

(Display size of panel 2,340mm x 950mm) 40mm diameter poles support each panel, the fascia at the corners and at the mid-point where the frontage exceeds 6m in length, along the edge of the stand. Each stand will lose 50mm off the width and 50mm off the depth of their stand.

Fascia

No Fascia is included in these stand packages

Corner Stands

All corner stands will be open to the gangways along the front and one side. The fascia nameboard is on the rear wall.

Island Sites

All island sites will have NO fascia or walling provided.

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.

Stands must be complete in every detail in readiness at least one hour before show opening time and all structural and decorative work must be completed by 11.00am prior to the show opening at 12 to the public.

PLEASE NOTE: for each open side of the stand, exhibitors may only panel 2/3 of this side, and the maximum permitted on any open side is 3m. Please note that should you wish to panel your open sides, this must be entirely at your cost and must be arranged directly through the official shell scheme contractor.

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.

Below is the information on **traditional panels**.

These panels measure 2740mm high 1000mm wide and 50mm thick and they are constructed from plywood on a timber frame and painted white. Pins, nails, screws and mirror plates may be used to hang exhibits



but should Exhibitors plan to hang anything heavy (i.e. over 5kg), it is advisable to check with the venue servicing manager on suitable fixing methods, fixing points etc.

Some fixing methods are not permitted so please consult your Venue Services Manager for recommended procedures. An information sheet detailing what fixtures are permitted is available upon request.

N.B. Stock panels may vary in size. Please speak with your Venue Services Manager, prior to confirming stock panel details with your exhibitors. Any damage to Stockpanels will be charged on accordingly to Exhibitors / Organisers as dilapidations.

Electrics

Please ensure that you and your contractors read the Document outlining Important Changes to electrical testing and stand installations at the rear of this Manual. A document with frequently asked questions is also enclosed and for further information please contact the The Business Design Centre who are the official electrical contractors for the show.

Graphics - supply of Artwork

If you have booked a Super Premium Bar Package or Ultra Premium Bar Package, this includes a graphic to your back wall.

The graphic size is 2950mm wide x 2740mm high. Artwork should be supplied to include a 100mm bleed. Artwork to be supplied by **FRIDAY 18 NOVEMBER 2016** latest.

Artwork should be supplied in the following format:



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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IMPORTANT NOTICE – Traditional Panels

We ask that exhibitors please DO NOT use the following fixing methods on panels:

Rawl plugs, cavity fixings and adhesive fixings (e.g. Velcro, double sided tape & any type of glue).

A charge will be applied for any damaged panels and any painted conduit socket tubing - if you wish to paint this please go to the service desk.

Recommended fixings methods are:

Screws, pins, nails & staples. For advice on fixings methods please contact the service desk opposite the organiser's office.

Please ensure all fixings are carefully removed from panels at the close of the show. A charge will be applied if fixings are not removed.

Thank you for your co-operation.