

## Shell Scheme & New Starter Exhibitor Information

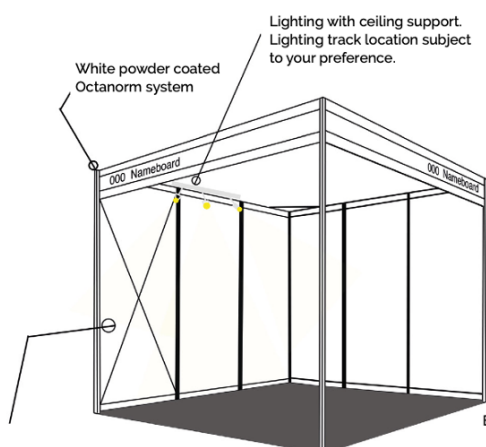
### Shell Scheme Package

Shell scheme stands will be a traditional shell build, the package includes:

- **Walling**  
wall panels are 2.5m high x 1m wide (990mm to centre of poles) white melamine and framed with white aluminium upright posts either side and 70mm rails top and bottom
- **Ceiling**  
Diagonal aluminium (criss-cross) open grid ceiling which gives the structure rigidity and provides convenient fixing points for lighting.
- **Height**  
Floor to top of ceiling grid 2.5m. Floor to underside of ceiling grid 2.34m
- **Carpet**  
Electric blue carpet
- **Fascia**  
300mm deep fascia capped on top and bottom.
- **Nameboard**  
The nameboard is attached to the fascia and displays your company name and stand number.

### Shell Scheme Visual

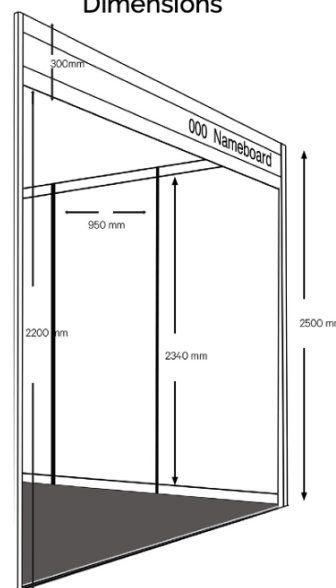
#### Shell Scheme Specification



Panel size = 970mm x 2350mm  
Visible size = 950mm x 2340mm  
Print Area = 965mm x 2345mm  
(with a 5mm bleed)

Example of a 3 x 3 stand

#### Dimensions



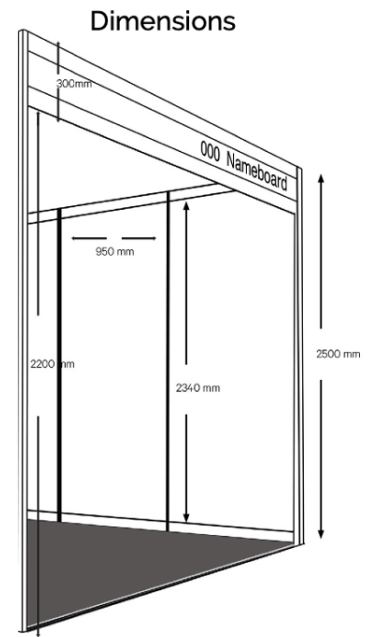
*\*Please note that all shell scheme stands include the following:*

- Blue carpet

*Stands under 10m<sup>2</sup> will receive 1 track x 3 spotlights*

*Stands over 10m<sup>2</sup> will receive 2 tracks x 3 spotlights*

*stands over 20m<sup>2</sup> will receive 3 tracks x 3 spotlights*



Panel size = 970mm x 2350mm

Visible size = 950mm x 2340mm

Print Area = 965mm x 2345mm  
(with a 5mm bleed)

New Starter stand and package includes:

- Blue carpet
- 1 track with 3 spotlights
- 1 table and 2 chairs

#### Look & Feel

We urge all exhibitors to consider how best to create an outstanding brand experience within their stand. The whole look and feel of your stand should be well thought out and planned. Some things to consider:

- Signage / printed materials for backdrops
- Interactive elements eg entertainment
- Display of your product
- Ways to convey your message

If you would like more information or to discuss, please contact the organisers.

<b>Stand Additions &amp; Upgrades</b>	<p>The following items are not included in your package:</p> <ul style="list-style-type: none"> <li>• Electrics</li> <li>• Furniture (except for New Starter stands which includes 1 table and 2 chairs)</li> <li>• Rails, shelves and other stand fitting items</li> <li>• Graphics</li> <li>• AV</li> </ul> <p>If you would like to order these items for your stand, please use the contacts below:</p> <table border="1" data-bbox="347 387 1509 779"> <tr> <th colspan="2" data-bbox="347 387 1509 450">Shell Scheme Additions / Flooring / Electrics / Graphics</th> </tr> <tr> <td data-bbox="347 450 900 607">Event Specialists</td> <td data-bbox="900 450 1509 607">           T: +44(0)2476 992462.            E: <a href="mailto:beta@eventspecialistsltd.com">beta@eventspecialistsltd.com</a>            or via the exhibitor portal  <a href="https://beta2024.eventspecialistsltd.com">https://beta2024.eventspecialistsltd.com</a> </td> </tr> <tr> <th colspan="2" data-bbox="347 607 1509 678">Furniture</th> </tr> <tr> <td data-bbox="347 678 900 779">Inspire Furniture Hire</td> <td data-bbox="900 678 1509 779">           T: +44 (0)1675 482917            +44 (0)7825 301665            E: <a href="mailto:sales@inspirehire.co.uk">sales@inspirehire.co.uk</a> </td> </tr> </table>	Shell Scheme Additions / Flooring / Electrics / Graphics		Event Specialists	T: +44(0)2476 992462. E: <a href="mailto:beta@eventspecialistsltd.com">beta@eventspecialistsltd.com</a> or via the exhibitor portal <a href="https://beta2024.eventspecialistsltd.com">https://beta2024.eventspecialistsltd.com</a>	Furniture		Inspire Furniture Hire	T: +44 (0)1675 482917 +44 (0)7825 301665 E: <a href="mailto:sales@inspirehire.co.uk">sales@inspirehire.co.uk</a>
Shell Scheme Additions / Flooring / Electrics / Graphics									
Event Specialists	T: +44(0)2476 992462. E: <a href="mailto:beta@eventspecialistsltd.com">beta@eventspecialistsltd.com</a> or via the exhibitor portal <a href="https://beta2024.eventspecialistsltd.com">https://beta2024.eventspecialistsltd.com</a>								
Furniture									
Inspire Furniture Hire	T: +44 (0)1675 482917 +44 (0)7825 301665 E: <a href="mailto:sales@inspirehire.co.uk">sales@inspirehire.co.uk</a>								
<b>Stand Signage/Graphics</b>	<p>If you require assistance with graphics to enhance your stand at BETA International, then Event Specialists can help. As the recommended graphics supplier to the exhibition, they can supply a wide range of graphics that can be integrated into your shell scheme stand.</p> <p>They will help take the headache out of stand planning, as the graphics will be delivered and positioned on your stand during the build-up.</p> <p>Please see above for contact details.</p>								
<b>Important information</b>	<ul style="list-style-type: none"> <li>• All work on your shell scheme stand will be carried out by Event Specialists, the official shell scheme contractor at the show. Please remember that you are not able to use screws, nails, staples, pins or glue on the shell scheme, nor paint the shell scheme panels. Any charges for damage caused to the shell scheme will be passed directly to the exhibitor.</li> <li>• Velcro (hook &amp; loop), double-sided tape, panel brackets, sellotape and blue tack can all be used on the shell scheme. Event Specialists will be happy to advise on suitable fixings for your exhibits and displays and can supply their own range if you require anything - please contact Event Specialists by email at <a href="mailto:beta@eventspecialistsltd.com">beta@eventspecialistsltd.com</a> or call +44(0)2476 992462. If you need to hang heavy objects please contact them directly for advice.</li> <li>• The maximum height for any interior display, showcases or construction is 2.34m (from floor to underside of ceiling grid). If you are bringing graphics, or intend to construct display panels or similar within your stand you must contact Event Specialists directly for the exact internal measurements - email <a href="mailto:beta@eventspecialistsltd.com">beta@eventspecialistsltd.com</a> or call +44(0)2476 992462.</li> </ul>								