

# DESIGNER ROW SPECIFICATION

**SURFACE  
DESIGN  
SHOW**

BUSINESS DESIGN CENTRE  
LONDON 4-6 FEB 2025  
[surfacedesignshow.com](http://surfacedesignshow.com)

*Please note the Traditional Shell package includes walling and carpet only, **no electrics or furniture is included** so must be ordered additionally, please find the contact details and order forms in the Exhibitor Zone.*

## Each stand will be built and equipped as follows:

- Walling
- Dark grey carpet
- Nameboard (to attach to the wall)
- 1 x Long arm spotlight
- 1 x Stool
- 1 x Lockable Counter

## WALLS

Each panel measures 2.74m high x 1m wide and 50mm thick. It is constructed from plywood on a timber frame and painted white.

**N.B. The walling height has changed since 2024, it is now 2.74m high.**

The internal wall dimensions must be taken into consideration if you are printing graphics that span the length of the wall or building within your stand space. For specific measurements of your stand, please contact [ops.sds@montgomerygroup.com](mailto:ops.sds@montgomerygroup.com).

## ACCEPTABLE FIXING METHODS:

Only pins, nails, screws and mirror plates may be used to hang exhibits but **should exhibitors plan to hang anything heavy (over 5kg per panel), please contact the BDC as soon as possible for advice as the walling will need to reinforce.** Double-sided sticky tape, Velcro, cavity fixings or rawl plugs may **NOT** be used to attach exhibits or graphics on Traditional panels. For more information on acceptable fixtures, please contact the BDC.

Please note, there will be batten bracing on the panels for stability only - please do not attach to this.

If you are wallpapering your panels you will need to order MFD cladding to eliminate damage to the panel.

**If any damage occurs to panels the Business Design Centre will charge the stand holder the full panel price.**

## FASCIA/ NAMEBOARD

**No fascia is provided with Designer Row stands.** You will be given a nameboard which can be attached to the wall with pins or staples. If you want to use velcro, the Organisers recommend applying masking tape to the panel first and then adding the velcro to secure the nameboard.

The name is taken from the contract, should you wish to check or change this please let [the organisers](#) know immediately. **Any changes made after Friday 3<sup>rd</sup> January may incur a charge of £75.00 to reprint the nameboard.**

## FLOORCOVERING

The Business Design Centre is a permanently carpeted venue with **dark grey carpet.**

If Exhibitors wish to provide their own flooring, they must first lay floor flats or a platform. This must also be finished with metal/plastic edging trim. Carpet or vinyl must not be laid directly on top of carpet. Exhibitors are required to make arrangements to remove their stand carpet from the venue, otherwise they will receive a wastage charge.

## LIGHTING & ELECTRICS

The Designer Row package includes:

- **1 x Long Arm Spotlight**

To order electrics or additional lighting please use the Business Design Centre's [Online Shop](#) or contact them directly. Remember to send the BDC a grid/layout to specify location of your electrics otherwise they will be placed at BDC's discretion. Should you wish to move the location onsite, there will be a fee.

## FURNITURE

The Designer Row package includes:

- 1 x Black stool
- 1 x Black lockable cupboard

See furniture specifications below;



### Counter Specification

Height: 100cm  
Width: 100cm  
Length: 50cm

Graphic Size: H100cm x W100cm



### Stool Specification

Height: 90cm  
Diameter: 48cm

If you do not require all or part of your furniture package please let [the organisers](#) know.

If you wish to order additional furniture you can do this through [Xpect Furniture](#), alternatively you can bring your own or use an alternative provider.

## EXTRAS

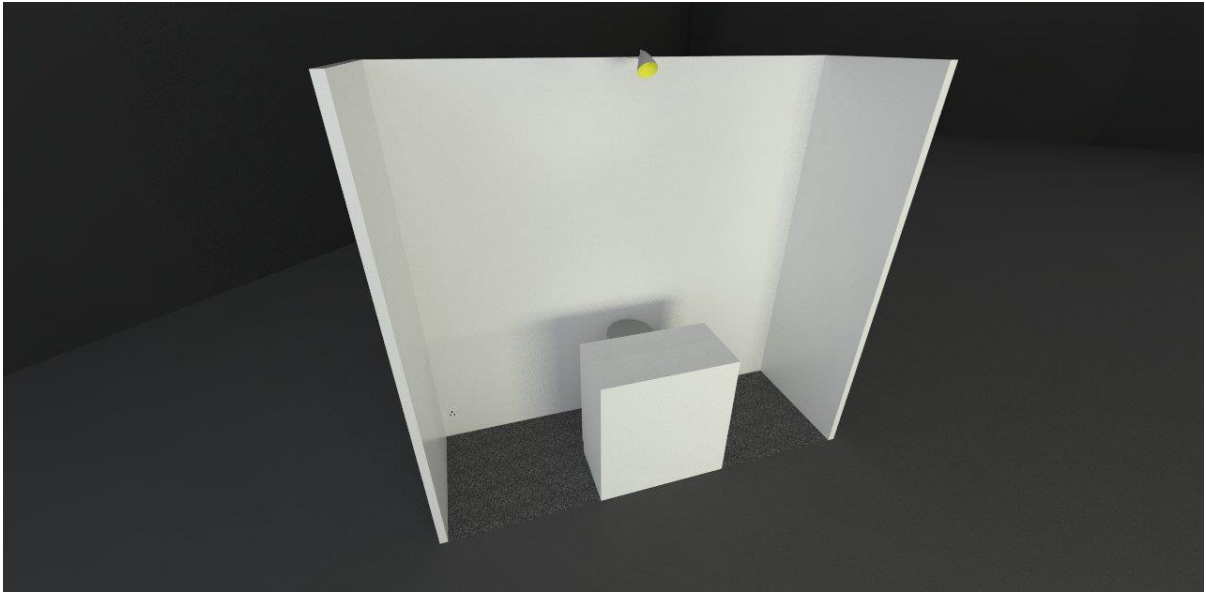
For a complete range of shell scheme components available for Traditional shell stands and to order, please go the Business Design Centre's [Online Shop](#) or contact them directly.

## FOR ADDITIONAL INFORMATION, CONTACT:

Organiser - Montgomery Group	Shell & Electrical Contractor - BDC
<p><b>Ophelia Fortescue</b> T: +44 (0)207 886 3003 E: <a href="mailto:ops.sds@montgomerygroup.com">ops.sds@montgomerygroup.com</a></p>	<p><b>Lucy Ridley</b> T: +44 (0)208 288 6487 E: <a href="mailto:lucyr@bdc.london">lucyr@bdc.london</a></p>

**EXAMPLE SHELL SCHEME VISUAL AND SAFE AREA FOR ATTACHING ITEMS TO THE WALL**

*\*The drawings is a visual representation of a generic 3m x 1m stand, open on one side. Your stand size may differ. Please refer to your contract for the size of your stand and number of open sides\**



This is a diagram showing the dimensions of a 1m wide x 2.74m high wall panel including the location of the wooden batten frame which is where you can put pins, nails etc.

