showlite

SHELL SCHEME EXTRAS FORM

B2B Marketing /Sales Innovations / Marketing Technology 22-23 November 2022 | Halls N13- N19 | ExCel London

B2B MARKETING EXPO **MARKETING TECHNOLOGY EXPO**

SALES INNOVATION EXPO

CONTACT: Joe Belbin
T 01264 365 550
E JBelbin@showlite.co.uk
www.showlite.co.uk

Invoice Details

Purchase Order No:

Invoice Company Name:

Invoice Contact name:

Invoice Address:

Post Code:

Tel No:

VAT Number:

Email Address for invoice:

Stand Details

Exhibiting Company Name:

Stand Number:

A 20% surcharge will be applied to all costs listed below on orders received after: 21/10/2022

Please specify the position of each item using the grid overleaf:

	Cost	Quantity	Total cost
Wall Panel - 2.5m (h) x 1m (to match shell scheme)	£55.00		
Door Section 2.5m (h) x 1m to match shell scheme	£99.00		
18mm MDF Infill panel, to allow for wall mounting of TV's or products. Max weight 35kg	£121.00		
Slatwall Panel to replace standard wall panel *(please contact us if you require hooks for slatwall)*	£85.00		
Flat shelf - 1m long x 300mm deep	£30.00		
Sloping shelf - 1m long x 300mm deep	£30.00		
Hat & Coat hooks fixed to wall	£30.00		
Curtained entrance 2.5m (h) x 1m (w), white or black, please specify colour:	£88.00		
White muslin ceiling per sqm (stand Size: m x m)	£15.40	sqm	

RAISED PLATFORM FLOORS & FLOORCOVERING UPGRADES

	Cost	Quantity	Total cost
40mm high raised platform floor, with aluminium angled edging *(excludes floorcovering)*	£33.00	sqm	
Please inform us of the reason for the platform, restrictions apply, not suitable for plumbing or air supply			
Shell Scheme carpet colour change *(please contact us for digital swatch card)* See separate form for Space Only	£13.20	sqm	
Premium Floorcovering - Vinyls, Woodplank vinyl, Velour	£22.00	sqm	

SHELL SCHEME GRAPHICS

		Cost	Quantity	Total cost
Flush Fit Overlay Panels 300mm high to fascia*	Per Metre	£49.50		
Flush Fit Overlay Panels to Walling 2400mm high	Per Metre	£203.50		
Infill Graphic Print to Shell Scheme Walling	Per Panel	£187.00		
Infill Graphic Print to Shell Scheme Door	Per Panel	£187.00		
Section Print 1m high x 1m wide	Each	£93.50		
Section Print 1m high x 2m wide	Each	£140.25		

SUB TOTAL

VAT 20%

TOTAL

Goods/Services will not be provided unless fully paid for in advance. If you wish to pay by Credit/Debit Card please call +44 (0) 1264 365 550 when you have received the invoice
Please note all orders are subject to availability, and stock is not reserved until full payment is made.

Cheques made payable to **Showlite Ltd**. BACS details will be available on your invoice, alternatively please contact us for details. By completing this order form, you are agreeing to our Terms and Conditions. For a copy please contact us on 01264 365550.
Any complaints or faults must be reported in writing before the close of the exhibition.

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SHOWLITE LTD
Suite 2, Fosse House,
East Anton Court,
Andover, Hampshire
SP10 5RG

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ADDITIONAL SHELL SCHEME INSTRUCTIONS

■ Please indicate on the below grid the position of any items ordered and any height measurments for shelves or rails

Stand Number above:

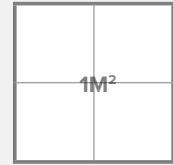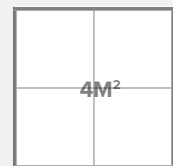Stand Number Right:

Stand Number Left:
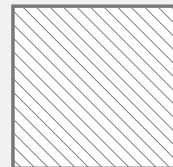
PLAN VIEW

FRONT OF STAND

GRID OPTIONS

0.25M²

3X3 STAND

1M²

6X6 STAND

4M²
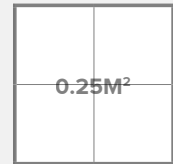
12X12 STAND

PLEASE HATCH UNUSED SPACE

STAND NUMBER

COMPANY NAME

ADDITIONAL NOTES
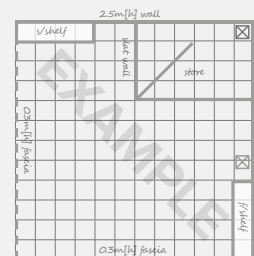
✉ Please send your completed form to JBelbin@showlite.co.uk

* Unless supplied with this drawing the installation will be fitted at the stand builder's discretion.
Any complaints or faults regarding the install must be reported in writing before the close of the exhibition
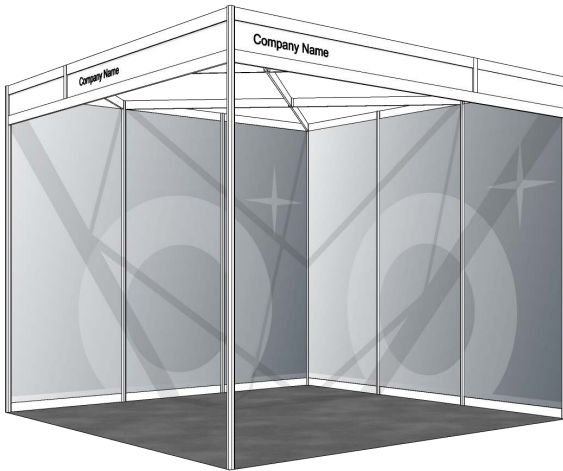
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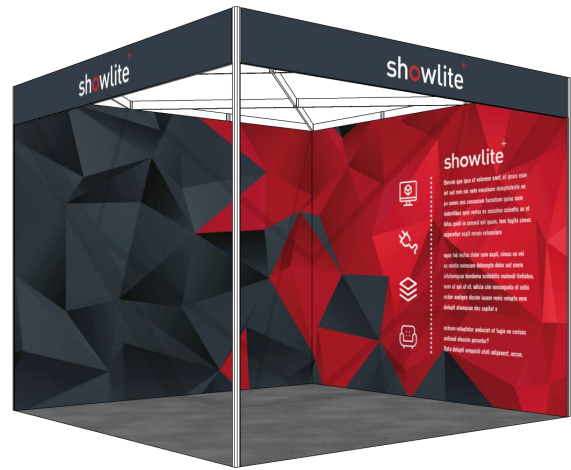## SHELL SCHEME GRAPHICS

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STANDARD SHELL SCHEME
WITH INFILL GRAPHICS
Infill graphics are the perfect choice for exhibitors with multiple product lines, or with messaging that benefits from being split into sections. Infill prints are fitted inside the shell scheme frame.

STANDARD SHELL SCHEME
WITH OVERLAY GRAPHICS & FASCIA OVERLAYS
Our most popular choice, due to the large expanse of uninterrupted wall coverage, overlay graphic prints are oversized boards that clad most of the metal framework of the stand. Listed on the Order Form as 'Flush Fitting Overlay Graphic Prints'
Fascia cladding is Dependent on Organiser permissions.

STANDARD SHELL SCHEME
WITH SECTION BOARDS & POSTERS
A great option if you wish to take the prints away with you after the show.
Section boards available in a variety of sizes, with the standard at 1.5m high x 1m wide, please contact us for alternative sizes
Posters available in standard A0, A1, A2, A3 & A4 sizes, and can be supplied in a variety of finishes

STANDARD SHELL SCHEME
WITH OVERLAY CORPORATE COLOUR BOARDS
If your products look their best against a plain background, or you prefer a bold corporate colour backdrop, we can clad the interior of your stand with printed boards in any colour of your choice.
Fascia cladding is Dependent on Organiser permissions.

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ARTWORK SUBMISSION GUIDELINES

Our goal is to provide you with the best quality graphics for your event or exhibit. You can help us in that effort by providing digital art files using the following guidelines. The purpose is to assist you in the process of creating files that are acceptable for production. If you are sending finished print ready files, please pass this information along to your designer or art department.

PRINT READY PDF [RECOMMENDED]

High-res **PDF/X** (preferred) Ai with PDF content (choose this option when saving file) EPS files with **embedded** links and **outlined** fonts

NATIVE FILES [BACKUP]

AI file with Packaged supporting links and fonts
EPS file with embedded links and outlined fonts
ID file with Packaged supporting links and fonts

RASTER OR BITMAP ART

Photoshop EPS (8-bit, Max. Quality JPG compression)
PSD (font layers rasterized)
TIFF, JPG (quality 8 and higher)

ACCEPTED SOFTWARE

Adobe Creative Cloud software (PC or Mac).

Please always provide:
Native files with fonts and links (compressed)
High-res PDF/X exports of the files. If you are using Illustrator OR InDesign use the **'Package'** feature. For all other versions of Adobe Ai (CS6, CS5... etc) please embed linked images and convert fonts to outlines. InDesign files should always be Packaged.

RESOLUTIONS

Art Submitted at **1:1** (100%) > **72dpi**   (100dpi preferred)
Art Submitted at **2:1** (50%)   > **200dpi** (300dpi preferred)
Art Submitted at **4:1** (25%)   > **400dpi** (600dpi preferred)

VECTOR ART

Logos should be vector and have outlined fonts
(if containing bitmaps, please use high-res images)

FONTS & LINKS [IF REQUIRED]

Supply all **fonts** used in your design (compress Mac fonts)
If unsure how to collect fonts, convert them to outlines.
Supply all **links** used in your document.
Use the **'packaging'** feature if available. If unsure how to collect links, embed them in the file when saving OR supply content with the native file.

COLOUR

Supply all artwork 4 Colour CMYK, Convert any RGB or SPOT content to CMYK prior to sending. If PMS colour matching is required, please use original Pantone + Solid Coated swatches in your artwork.

Modifying Pantone names will result in printing default colour (CMYK). CMYK artwork will be produced "As Is" Our colour output is balanced and vibrant.

(!) Errors can arise when using files created by packages such as **Microsoft Word**, **Excel** and **PowerPoint**. Accordingly, the supply of formats such as gif, bmp and low resolution jpg is not advised. **Any file manipulation or studio time will incur a charge of £50.00 per hour.**

RESOLUTION EXPLAINED

| <72dpi | 100dpi | 150dpi | >300dpi | vector |

LOW RESOLUTION   HIGH RESOLUTION
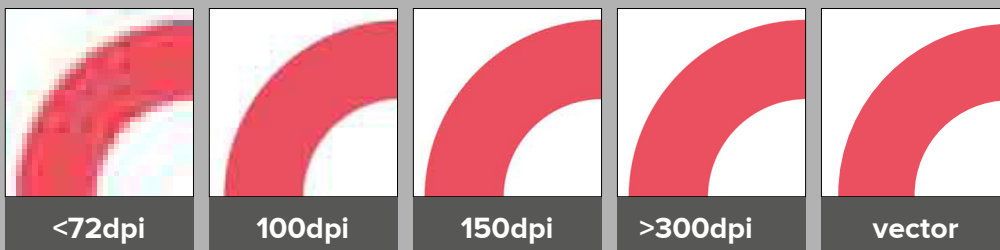
VECTORS
Files such as **EPS**, **AI** and **PDF** are excellent for creating graphics that frequently require resizing.

Your company logo and brand graphics should be supplied to us in Vector format where possible.