



Grand Hall Olympia, London UK
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Shell Scheme Booth Guide

The new exhibitor's guide to kitting out your booth

Document Purpose

This guide is aimed at exhibitors who have not previously had to make arrangements for an exhibit booth, and those who do not have a clear idea of what they need to include in their booth.

This guide is **not** an alternative to the Exhibitor Manual. It is a supplementary document, providing more detail about the exhibit booth and the offerings of our suppliers. You will find that some information from the Organising Your Booth section of the manual is repeated in this document.

This guide does not include information about the event's set up & break down periods, deliveries or directions to the venue. For this information please refer to the **Organising Your Booth** section of the Exhibitor Manual

THE BOOTH – our definitions

Here is an outline of the different booths:

Shell Scheme Booths

Shell Scheme booth is the name we give to our standard booth that comes with your booking and are the most common booth at this event. The booth comes with walling, a ceiling grid, front fascia with your name board on it and carpet. More information is contained overleaf.

Every booth includes an electrical & lighting package, unless you deselected this at the time of booking. Standard Electrical Package: 500kW power, one socket, 2 spotlights.

Furniture is not included with your booth as standard.

Deluxe Shell Scheme (ordered separately)

We are once again offering the opportunity to upgrade your booth to a deluxe shell scheme allowing you to choose your fascia, panels and flooring. More information on this option is overleaf

'Space Only' Booking

A 'Space Only' booking refers to a booking that does not include shell scheme, carpet or electricity. To qualify for a 'space only' booth your stand must be open on at least 3 sides. This means your booth will either be an "Island" booth, with no shell scheme, or it will have just one wall that is required for a neighboring booth.

Discretion is held by the organizers to approve space only booths. If you wish to change your shell scheme booth to become a space only booth please contact Colin Hall on +44 207 579 4864

Shell Scheme Booth – no ceiling grid and fascia

When you cannot become a 'Space Only' booking, because your booth is mid row or on a corner with 2 neighboring booths, you can still build a custom stand within the space. Upon your request we can remove the ceiling grid and fascia. Lighting can be attached to one of the back or side walls.

If you wish to remove your ceiling grid and fascia please email lucinda.springett@ubmaviation.com. This service is offered at the discretion of the organisers and is occasionally not possible due to your booth location.

BASIC SHELL SCHEME

There are a large number of different booth configurations at the event.

The most common booth configurations are a 9sqm (3x3) as either a mid-row a corner booth, a 12sqm (3x4) corner booth or a booth that is open on 3 sides, usually at one end of a block

If you do not know what size booth you have, please refer to your Exhibitor Booking Overview Sheet. It will tell you the size, in sqm, and the length of each of your walls. Where no wall length is given, you do not have a wall.

The pictures below were taken during the set-up period of the show. They are intended to give you a visual representation of your blank canvas. Please excuse the mess!



What your booth is made of:

We construct your booth using the 'Octonorm' Shell Scheme system. This is the most common form of material for exhibit booths.

The walls are made from grey paneling.

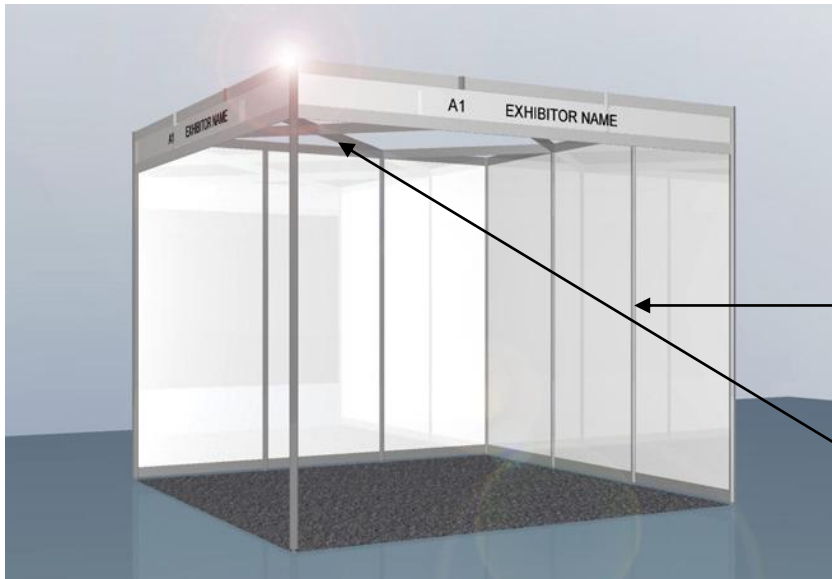
The fascia is a red background with your company name and booth number written in white.

We lay a Slate Grey carpet. In keeping with industry standards, the carpet is completely recyclable. This means there is no backing, so wear comfortable shoes!

More details about the Stanco (So Group) octonorm shell scheme booth can be found on the next two pages

SHELL SCHEME DIMENSIONS & 'EXTRAS'

The Basic Shell Scheme Booth



This picture shows what a basic 3m x 3m shell scheme booth made out of Octonorm will look like

There is an aluminium support pole every meter length. In between these poles are the plastic Octonorm wall panels.

Panel Dimensions & Decorating Your Walls

Overleaf there is a guide to the specific dimensions of your panels, and the materials you should use to attach any marketing materials to the walls of your booth

Shell Scheme 'Extras'

You may wish to enhance your booth with additional items that attach to the shell scheme frame of your booth.

Literature dispenses, shelves and hooks can be added to your booth walls

A cupboard with a lockable door or hidden by a curtain could be added to store materials

You may wish to add a raised floor, display board and coloured nylon or MDF wall panels

All of these are considered shell scheme extras. They can be ordered through the Stanco online ordering site

Online Ordering Site: <http://www.stanco.co.uk/options/AIRLINE2012/>

Floor Covering

The booth package includes Slate Grey rib cord carpet. The carpet is 100% recyclable, but this means it is not very thick.

Should you prefer a thicker carpet on your booth, or a different type of flooring, the Stanco Online Ordering Site also has details of a variety of different floor coverings; rib cord, velour and vinyl.

HOW CAN I MAKE MY BOOTH STAND OUT?

Deluxe Shell Scheme

The cheapest way to help you stand out from the crowd is to purchase the deluxe shell scheme package.

Fascia: Your fascia becomes a curved, stylised fascia

Walls: You have the option of white, grey or beech wall panels

Carpet: You can choose from 35 different rib carpet colours

What will this cost me?

To change your fascia and walls it costs just £7/sqm

To change your carpet colour it costs just £5/sqm

A 9sqm booth can be dramatically upgraded for just £108 +VAT, a 12sqm £144 +VAT



ELECTRICAL PACKAGE

Your exhibit booth automatically includes a Standard Electrical Package, unless you ticked the box on your booking form to remove this option.

The Electrical Package

500kW power, one socket, 2 spotlights

Additional Electrical Requirements

You may not know whether 500kW of power is enough to sufficiently run the equipment on your booth. Overleaf there is an electrics reference guide that will help outline how much power is required to run common objects.

To order additional power and lighting please use the Stanco online ordering site

Online Ordering Site: <http://www.stanco.co.uk/options/AIRLINE2012/>

Specify the Position of your Socket and Spotlights

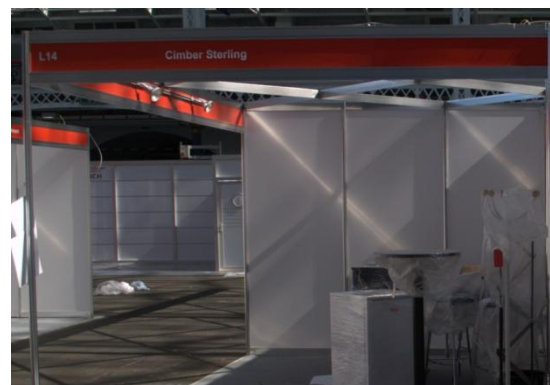
If you wish to specify where your electricity point is situated on your booth please fill in the Booth Diagram overleaf

Socket and Spotlight Automatic Position



Your socket will automatically be placed on one wall of your booth. The cable runs close to one metal pole to disguise this as much as possible.

Your spotlights will be hidden by the front fascia of your booth. If your booth is on a corner they will be placed on the side that the electrician deems most suitable



If you choose to remove your ceiling grid and fascia, your spotlights will be placed along the back wall

FURNITURE

Furniture is not included in your booth package. Our furniture provider for the event is Stanco (So Group)

Stanco Online Ordering Site

Stanco offers a large selection of furniture that can be ordered online.

The Furniture section of the online ordering site is split into 7 sections

Lounges

Tables & Chairs

Showcase & Displays

Cabinets & Reception

Desks & Storage

Bar Furnishing

Accessories

Online Ordering Site: <http://www.stanco.co.uk/options/AIRLINE2012/>

Furniture Packages

Unfortunately Stanco is unable to create furniture packages on their online site. If you prefer not to buy individual furniture items online, we have put together 3 packages that you can choose from.

There is a PDF form overleaf that you can fill out to order your furniture package

Additional Furniture Requirements

If you cannot find the furniture that you require via the Stanco online ordering site, please email Lucinda.springett@ubmaviation.com with your requirements and we will make enquiries on your behalf to Stanco

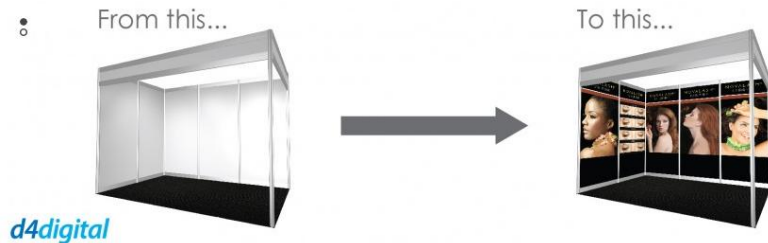
BOOTH MATERIAL PRINTING

Here are some suppliers that exhibitors have previously used and liked to produce materials for their exhibit booth

D4-Digital

Great for Shell Scheme Posters that cover your entire wall

<http://marsdendirect.co.uk/d4digital/index.php/shell-scheme-posters/>



Print Designs

Great for economy roller banners – <http://www.printdesigns.com/roller-banners/14-budget-roller-banner-stands.html>



Melville

Great for large format printing, such as hanging signs and a variety of different free standing signs

View more information overleaf

Rigging

If you wish to hang a sign above your booth, you must use Outback Rigging to assemble it. Please contact Colin to request a quote for rigging

Outback Rigging *MONOPOLOY SUPPLIER*

Contact: Colin Caston
Tel: +44 (0)208 993 0066
Email: colin@outbackrigging.com
Web: www.outbackrigging.com

OTHER SUPPLIERS YOU MAY NEED

Catering

Leith's can produce a broad range of catering services to meet your needs. We strongly recommend ordering before the show to ensure your requirements are met. Visit their website to place your orders. You will need to register with Leith's to keep your details secure.

As Leith's is the monopoly on-site hospitality caterer at the Olympia Exhibition Centre, corkage charges will apply if you choose to buy from an alternative supplier. Leith's has the right to approach your stand and question where you purchased your food and beverages, and will enforce their corkage charges.

Leith's Earls Court & Olympia *MONOPOLY SUPPLIER*

Contact Silvia with your requirements and she will provide a quote.

Silvia Scapolo, Head of Sales & Events

Tel: 0207 370 8120 Mob: 07789876017 Fax: 0207 370 8166

Or visit www.leights.standelivery.co.uk to place an order.

Telephone & Internet

Rate Information & an Order Form can be found overleaf

EFORCE *MONOPOLY SUPPLIER* Early Book Rate until 8th April 2012

Contact: Kelly Smith
Tel: +44 (0) 20 7370 8400
Email: kelly@eforce.co.uk

Audio Visual

Rate Information & an Order Form can be found overleaf

Blitz *RECOMMENDED* Surcharges apply after 24th April 2012

Contact: David Smith
Tel: +44 (0) 20 7598 2538
Email: dsmith@blitzcommunications.co.uk

NEED A SUPPLIER FOR A SERVICE THAT IS NOT LISTED?

Contact lucinda.springett@ubmaviation.com with any additional requirements you have for supplying products and services that are not listed.

We are able to assist you in sourcing suppliers, but cannot guarantee the quality of work produced for you