



Lion Exhibition's  
Guide to Graphics  
for your Stand at

**AAC** 2024  
Annual Apprenticeship conference



# INTRODUCTION

- This guide is for exhibitors at AAC 2024 who want to make a real impact with their stand
- It will show you the options available to help you stand out from the crowd
- Simply choose the most appropriate graphic display options for your stand, brand and budget
- Then contact Lion Exhibitions to order your graphics and we'll make your stand look amazing







# INFILL GRAPHIC PANELS

Your design is printed directly onto the panels used for the walls of your shell scheme stand, meaning your graphics are totally integrated into your stand. The panels are installed within the grooves of the metalwork of your stand when it is constructed.

## BENEFITS:

- The graphics look slick and professional as they are fully integrated into the stand structure
- Your graphics are ready when you arrive at the show
- You can print on every panel, including side walls
- You can re-use them next time you have a shell scheme stand

## COST:

- £170 + VAT per 1m wide panel





# SEAMLESS GRAPHIC PANELS

Your design will be printed onto panels that we mount over the front of the stand wall, giving an unbroken, seamless wall of graphics – a huge billboard to bring your brand powerfully to life.

## BENEFITS:

- Display a single floor-to-ceiling image several metres wide to create a powerful impact
- No upright poles to break up your image
- Graphics mounted professionally before you arrive at the event
- Can be re-used at future events

## COST:

- £210 + VAT per 1m wide panel







# PRINTED FLOOR GRAPHICS

To add another dimension to your display and turn your stand floor into a massive branding opportunity, consider printing your graphics onto a vinyl floorcovering to make your stand utterly unmissable from every angle.

## BENEFITS:

- Double the available display space for your graphics
- Surround and surprise visitors with your branding
- Professional laying and edging – ready when you arrive

## COST:

- £82 + VAT per square metre approx (excludes platform floor)



# NEXT STEPS

- Choose the most appropriate option for your stand, your brand and your budget
  - Complete the graphics order form in your exhibitor pack or on the Lion website and send it to us
  - Contact Lion Exhibition Services to discuss your requirements and get advice and help
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- 0121 517 0250
  - Web: [www.lionexhibitions.com](http://www.lionexhibitions.com)
  - Email: [info@lionexhibitions.com](mailto:info@lionexhibitions.com)

