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# Lion Exhibition's Guide to **Graphics** for your Stand at







# INTRODUCTION

- This guide is for shell scheme exhibitors at the 20<sup>th</sup> National Conference of the PCDS 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:

- £150 + 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:

- £190 + VAT per 1m wide panel





# COUNTER & PLINTH GRAPHICS

Lion can supply counters and plinths with printed front and side panels to extend your branding beyond the walls right up to the front of your stand.

A counter will also give you some much-needed storage space to keep your stand tidy and a handy surface for your literature, laptop or lanyards.

## BENEFITS:

- Creates additional branding opportunities
- Surface gives display space for products or collateral
- Counters open to rear with shelf to rear for storage
- Delivered to your stand pre-event and removed post-event

## COST:

- £204 + VAT for counter with printed front panel







# 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
  - [www.lionexhibitions.com](http://www.lionexhibitions.com)
  - [info@lionexhibitions.com](mailto:info@lionexhibitions.com)

