ROW AND CORNER SHELL STAND REGULATIONS

Shell Scheme
Display space defined by support/frame elements and in-filling walls white.

Included:
- 1 x Track inc 2 LED Spotlights
- One Fascia Board with company name
- One wastebasket
- Carpet blue
- 1 x 500W Electricity socket

Example of 9sqm Shell Stand

Linear Shell Stands
Linear Shell Stands, also called “in-line” booths, are generally arranged in a straight line and have neighbouring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions
Linear Shell Stands are most commonly 9sqm 3.0m wide and 3.0m deep (9.84ft x 9.84ft) or 6sqm 3.0m by 2.0m (9.84ft x 6.5ft). A maximum back wall height limitation of 2.5m (8.2ft) is generally specified.
EXHIBITION DISPLAY RULES

Use of Space
Regardless of the number of Linear Shell Stands utilised, display materials should be arranged in such a manner so as not to obstruct sight lines of neighbouring exhibitors or interfere with the flow of traffic. The maximum height of 2.5m (8.2ft) is allowed only in the booth space.

Corner Shell Stands
A Corner Shell Stand is at the end of a series of “in-line” booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Shell Stands apply.

Customised Shell Stand
It is recommended that exhibitors building a customised Shell Stand submit a digital drawing, plans or renderings to the show organiser and general service contractor. Customised stands must adhere to Linear Shell Stand guidelines.