



nec
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EXHIBITOR GRAPHICS

STAND OUT at the NEC

Cost effective stand enhancement solutions to transform your space into a vibrant and fully branded masterpiece.

Either provide us with your print ready artwork or let our design studio create it for you.

Our professional on-site NEC team will manage the production, delivery and installation for you, this is all included in the price.

At the NEC we can provide a full range of graphic options and solutions. Please speak to our experienced team if you have requirements that do not feature in these ranges.

EXHIBITOR GRAPHICS

Contact: Sales and Customer Support, NEC Birmingham +44 (0)844 338 8338 (option 1)
Email: eventorders@thenec.co.uk | thenec.co.uk

On your stand

Transform an uninspiring shell scheme stand into a vibrant fully branded masterpiece by choosing cost-effective single use panels and vinyl options to enhance your space.

Some items may require organiser approval.

Please note that exhibitors are responsible for removing their own graphics, failure to do so may result in additional charges from the organiser.

A Fascia Overlay Panels (priced per m²)

- Full colour graphic fascia panels printed directly to 5mm kappa
- Positioned directly to the front of your stand using vertical clips to provide seamless impact
- Ensure organisers permission prior to ordering this option
- Overlay fascia graphics are single use and not reusable

B Infill Panels (priced per 1m panel)

- Full colour graphic panels printed directly to 3mm foamex
- Positioned in between the metalwork, which is visible
- Attached to the existing system using double sided tape
- Infill panels are single use and not reusable

C Overlay Panels (priced per 1m panel)

- Full colour graphic panels printed directly to 5mm foamex
- Positioned directly to the front face of the metalwork using vertical clips to provide a seamless uninterrupted backdrop
- Not for use with shelving or TV mounting
- Overlay graphics are single use and not reusable



On your stand continued.

Please note that exhibitors are responsible for removing their own graphics, failure to do so may result in additional charges from the organiser.

D Printed flooring – linoleum (lino)

(priced per m²)

- Full colour vibrant image printed directly onto Lino to give your stand a hardwearing, slip-resistant coverage
- Produced and installed to cover the entire floor area of your stand
- Ensure organisers are aware you are ordering this option to avoid stand carpet charges
- Lino flooring is reusable, simply roll up and take away after the event

E Floor graphics – foamex

(priced per m²)

- Full colour floor tiles printed directly to 3mm foamex with a scuff proof seal to the face
- Can be positioned on your stand or into aisle with organiser permission
- Ensure carpet contractor permission prior to ordering this option

F Full colour vinyl logos for wall and counter application

(priced per m²)

- Full colour vinyl logos printed to white self-adhesive vinyl
- Cut to shape version of the above available
- One/two colour profile cut vinyl option available
- Contact our team for bespoke sizes
- Applied directly to your stand panels or counter fronts
- Vinyl logos are single use and not reusable



On your stand continued.

Please note that exhibitors are responsible for removing their own graphics, failure to do so may result in additional charges from the organiser.



G Roller Banners (800 & 850mm wide)

- Full colour printed roller banner
- Lightweight aluminium cartridge which extends for display on your stand
- Freestanding and portable, delivered to your stand
- Reusable, simply roll up and take away after the event

H Foamex Panels (priced per m²)

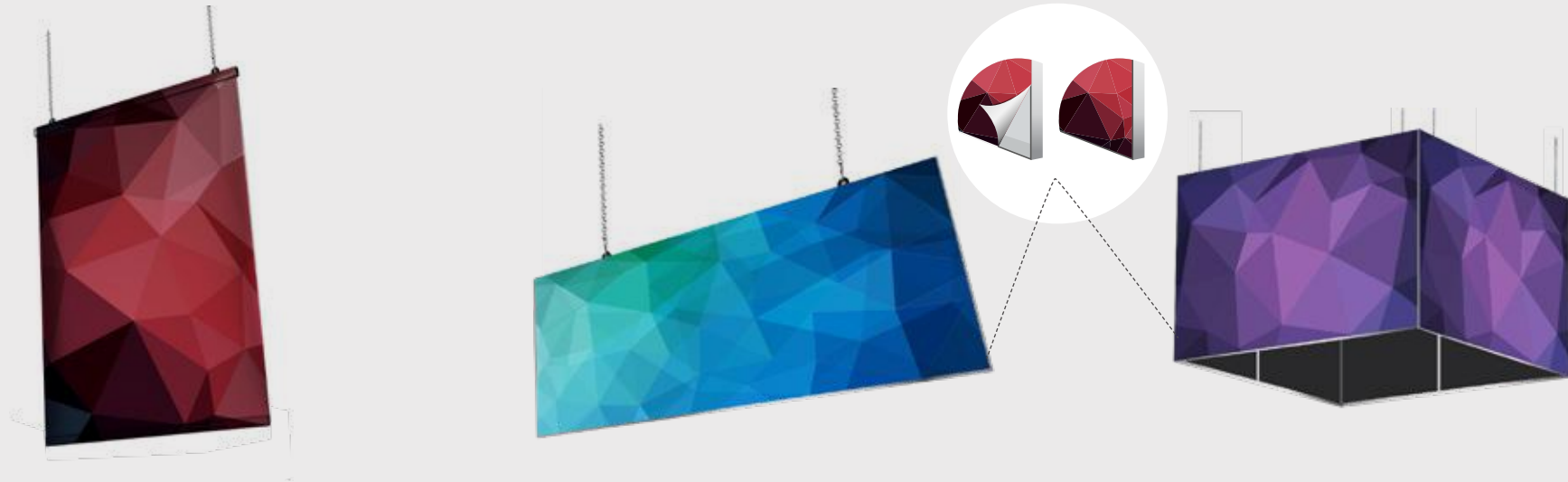
- Full colour printed graphic directly to 3mm foamex
- Attached to the existing system and/or counter fronts using double sided tape
- Foamex panels are single use and not reusable

I Wedge Bases with kappa graphic

- Full colour printed graphic directly to 10mm kappa
- Can be produced single or double sided
- Includes hire of base
- Freestanding and portable, delivered to your stand
- Graphic is reusable, simply take the graphic out of the base after the event
- Ensure the hired base is returned to the NEC on-site team

Graphics above your stand

For maximum visibility for your brand choose a high-profile banner rigged above your stand. Our in-house rigging team can provide a quotation for you for installation.
Note: Some organisers restrict exhibitor banners or impose a media charge payable to them.



J PVC Banners

(various size examples on price list but any size can be achieved)

- Full colour banners printed directly to front-lit, back-lit or block-out PVC
- Can select single sided or double sided
- Flat and cube banners can be achieved
- Produced to NEC rigging required specification and delivered straight to their stores on-site
- Production and rigging managed on-site by our in-house team
- Reusable, you can collect your banner from our stores after the event within 7 working days

K Tensioned frame with 2 x textile silicon edge banners

(various sizes available)

- Full colour textile banners printed directly to front-lit, back-lit or black-backed material
- Banner is fixed into tension frame to give a drum tight finish
- Can select single sided or double sided
- Delivered straight to your stand for assembly
- We can provide a price for assembly of your frame and graphics
- Reusable, your frame and banner will be lowered during break down for you to de-assemble and remove after the event

L Tensioned frame cubes with 4 x textile silicon edge banners

(various sizes available)

- Full colour textile cube printed directly to black-backed material
- Individual sides are fixed into tension cube to give a drum tight finish
- An option to include a graphic to the base and to the inside faces of your cube
- Delivered straight to your stand for assembly
- We can provide a price for assembly of your frame and graphics
- Reusable, your frame and banner will be lowered during break down for you to de-assemble and remove after the event

File formats

Please see our guide to acceptable files when preparing your print-ready artwork.

Acceptable file types



PDF files must be set up at the correct proportion and at print ready quality.



AI/EPS (Adobe Illustrator) files are acceptable. Please either supply fonts used or outline the fonts. If your document includes images, please ensure these are embedded into the document in a high resolution, CMYK format, or supplied separately with your file.



InDesign files are only acceptable if the document been packaged, including all linked images, graphics and fonts.



JPEG is a compression format and is only acceptable if the original artwork or source, that the JPEG was created from has been set at a high resolution and CMYK Format.



TIF files are only acceptable if the original artwork or source, that the TIF was created from has been set at a high resolution and CMYK Format.



PSD (Adobe Photoshop) files can be used, although other formats are recommended. PSD files are only accepted if set at a high resolution and CMYK Format.

Unacceptable file types



GIF files are low resolution files, for digital not print.



PNG files are low resolution files, for digital not print.



Powerpoint files are created for on-screen presentations.



Microsoft publisher files cannot be used for printing.



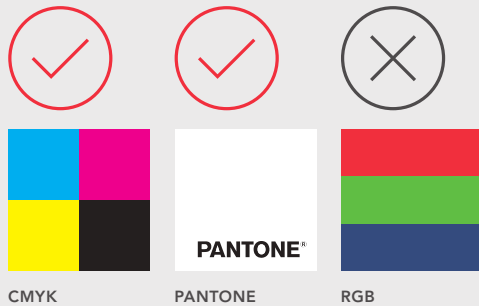
Microsoft Excel is a spreadsheet application and are low resolution files.



Microsoft Word is a word processing application and are low resolution files.

File preparation

Please follow our guideline below to ensure your graphics are produced at the best possible quality.



Colour

Full colour CMYK is preferred.

If using Pantone Colours please confirm these prior to production.

RGB colour formats are NOT ALLOWED.

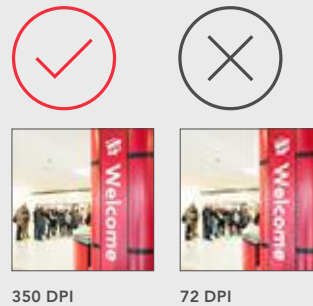


Image Quality

Please create artwork at least 25% of actual size.
For larger graphics such as banners, 10% of actual size is acceptable.

Please ensure imagery is saved at 350dpi in CMYK format.

Low resolution images will reproduce poorly and pixelation will occur affecting the final appearance of your graphics.

Vector Vector

RESCALED TO ANY SIZE

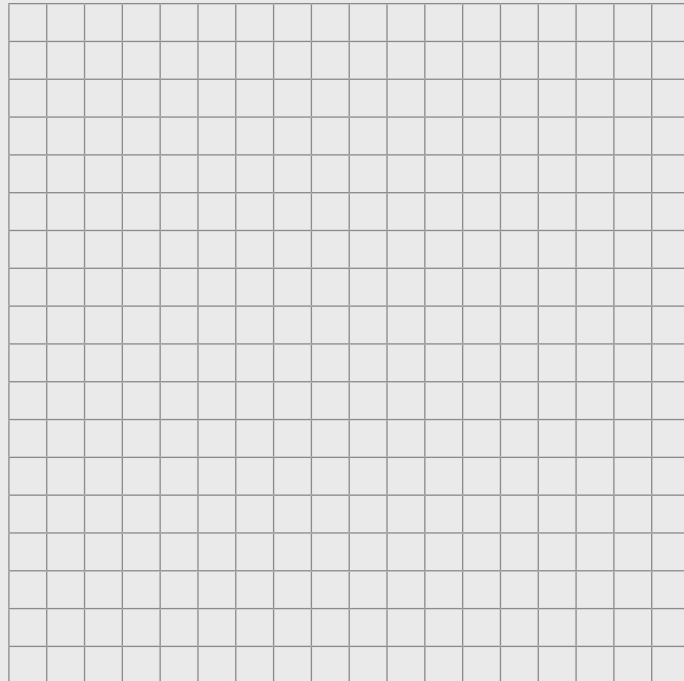
Vector Graphics

When creating Vector graphics please convert text to outlines and all shapes and strokes please convert to curves.

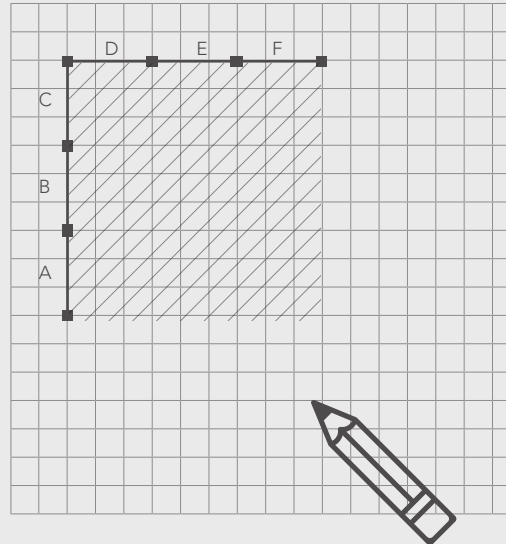
Vectors can be rescaled to any size without a reduction in quality.

Graphic positioning

Please use the grid below to illustrate how you would like your graphics positioned on stand.



Example:



Directions

- Each square on the grid can denote 1m² or 1/4m² (please specify scale below)
- Draw a birds-eye plan of your stand showing rear and side walling
- Always indicate the positioning of the built-in items, such as storage areas and partitioning walls
- Highlight the position along the wall where you wish your graphic to be placed
- Once you have completed the graphic positioning and client contacts table above, please return to your contact at the NEC.

Client Contact Details:

Company Name:	
Invoice Address:	
Contact Name:	
Telephone number:	
Email address:	
Exhibition/Event:	
Exhibition/Event dates:	
Stand Number:	
Hall Number:	
Confirm Stand Size:	
Confirm Shell Scheme:*	
IMPORTANT: Confirm shell scheme: *this information will be available in your exhibitor manual	



CONTACT:

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