

# Shell Scheme Do's and Dont's

## Do

- Use graphics to attract visitors, give your stand brand identity, and inform about products
- Use only materials and adhesives approved by Kignsmen
- Make sure all of your materials and furnishings fit inside of the shell scheme
- Use simple bold graphics
- Spotlights, freestanding lightboxes, mounted LCD TV's can attract attendees as they walk by
- Use the space efficiently
- Add Accessories such as lighting, iPads and tablets for a more interactive display



*Add screens for attention, appropriate amount of furniture*



*Bright Simple Graphics*



*Use lighting to stand out from other booths*

## Do Not

- Do Not wait until the last minute to place orders and make decisions
- Do not: Drill, staple, nail or glue or fix attachments to the panels
- Do Not exceed the height of the shell with any element (graphic, furniture, structure)
- Do Not remove or dismantle the shell scheme yourself
- Do Not Paint the Shell Scheme
- Do not damage the shell scheme panels in any way
- Do not overcrowd the stand with too much furniture



*Do not exceed 2.5 meters in height*



*Keep all furnishing inside the stand*



*Do simple bold graphics*



*Exhibitors found to be in violation of display rules will be asked to make modifications on site. If modifications are not made, exhibitor will be prohibited from attending the show and rebooking for future events.*

*Any items in found in the aisles will be removed by show mangement and disposal will be charged back to the exhibitor.*