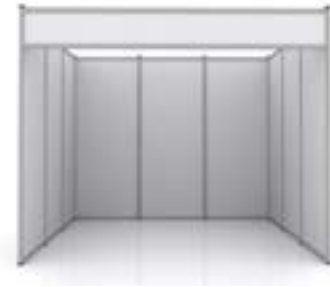


## Shell Scheme Booth



**CORNER**



**INLINE**

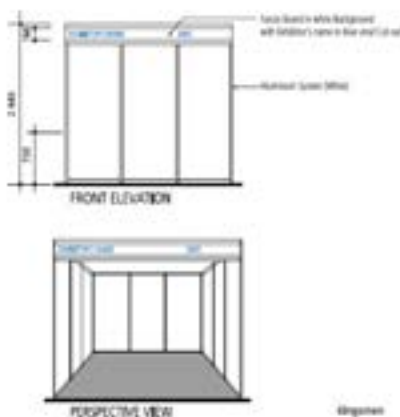
### Shell scheme features (Min 9sqm):

- Arranged in a straight line
- Has neighbors on either side (in-line)
- One side exposed to aisle (in-line)
- Two sides exposed to aisle, (corner)
- Maximum height for graphics and furnishings is 2.5m
- Hanging signs are not permitted
- Shell scheme framework cannot be removed

### Shell Scheme at MRO Asia-Pacific

Shell scheme refers to a pre-built structure that is provided by the show organizer. It is part of a package of benefits that was determined at the time of the signing of your booth contract.

*Forms are available in the MRO Asia-Pacific Exhibitor Resource Center*



- **Fascia** The fascia board will be erected across the front side of your stand as per diagram above. Exact wording of your company name is to be supplied on Form 1.
- **Flooring** Basic grey needle punch carpet is provided for all shell scheme booths. No change of colour is allowed. Aisle carpet is red colour.
- **Walling** All walls are white laminated panels of 1m width and 2.5m height each. You are not allowed to make alterations to the structure of your stand or remove any integral parts from it. Any damages caused to the panel(s) will be charged to you.
- **Furniture** 1 no wastepaper basket will be provided. Please use Form 3 if you require additional furniture.
- **Lighting** 2 nos fluorescent light will be provided (mounted behind fascia). Please use Form 2 if you require additional lighting.
- **Power socket** 1 no 13amp/230v single-phase will be provided. Please use Form 2 for additional requirement.

**IMPORTANT!** All lighting connection & electrical outlets Must be ordered from the official contractor using Form 2. Exhibitors using 'pop-up' display stand with fitted lights Must Order lighting connection using the same form

## SHELL SCHEME GENERAL GUIDELINES

- ALL internal stand fitting and displays are contained within the shell scheme structure and do not exceed 2.5 meters in height.
- No display materials or logos may be fixed to the shell scheme fascia panel. No fixings may be made to the walls by piercing or screwing anything onto the panels or beams.
- Exhibitors may affix lightweight graphics to the shell scheme walls materials that can be removed without damage to the wall panels, any damage made to the panels will result in a charge to the exhibitor.
- Exhibitors that purchase stands as shell scheme are not permitted to remove the shell scheme and build their own structure.
- Carpet is provided by the organizer.

## Fascia

- The fascia is the name board sits at the top of your stand and will carry your Company Name and Stand Number.
- Exact wording of your company name is to be supplied on Form 1 of the Kingsmen order forms available in the Exhibitor Resource Center.

## MODIFICATIONS TO SHELL SCHEME BOOTHS

- Modifications to shell scheme is at the discretion of the organizers. Please contact [allison.gold@aviationweek.com](mailto:allison.gold@aviationweek.com) for any shell scheme modifications.
- Shell scheme wall panels absolutely cannot be removed
- Custom wall panels cannot be built in front of the shell scheme panels or adhered to the shell scheme structure
- Platforms are not permitted (unless required by venue - determined on show to show basis)

## Removing Fascia and Gridwork

- The fascia and/or gridwork can only be removed from your booth with permission from show management. Please contact [allison.gold@aviationweek.com](mailto:allison.gold@aviationweek.com) for any shell scheme modifications.
- Show management will determine if removal is possible based on location and structural integrity of the adjoining booths
- All companies removing fascia and/or gridwork MUST submit plans for approval from show management
- No shell scheme booth can exceed the 2.5 meter height limit regardless of whether or not fascia and gridwork have been removed. This includes signage, furnishings, lights, etc.

# 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 furnishings 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.*