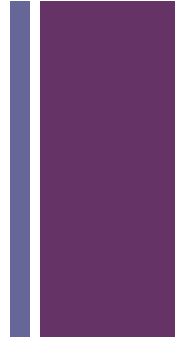




EXHIBITIONS

**Shell scheme designs and
basic requirements**

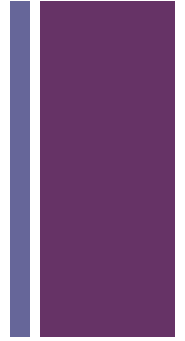
+ Shell scheme designs and basic requirements



- Layouts
- Shell scheme elements
- Basic Design requirements / tips

+ FLOOR PLAN

-Considerations



- Aisle space 3m/2m / events 6m - pva
- Flow / visitors to cover area / attractions ! Big signage at back
- Exits / Entrances (Emergency)
- Pillars
- Corner stands – premium



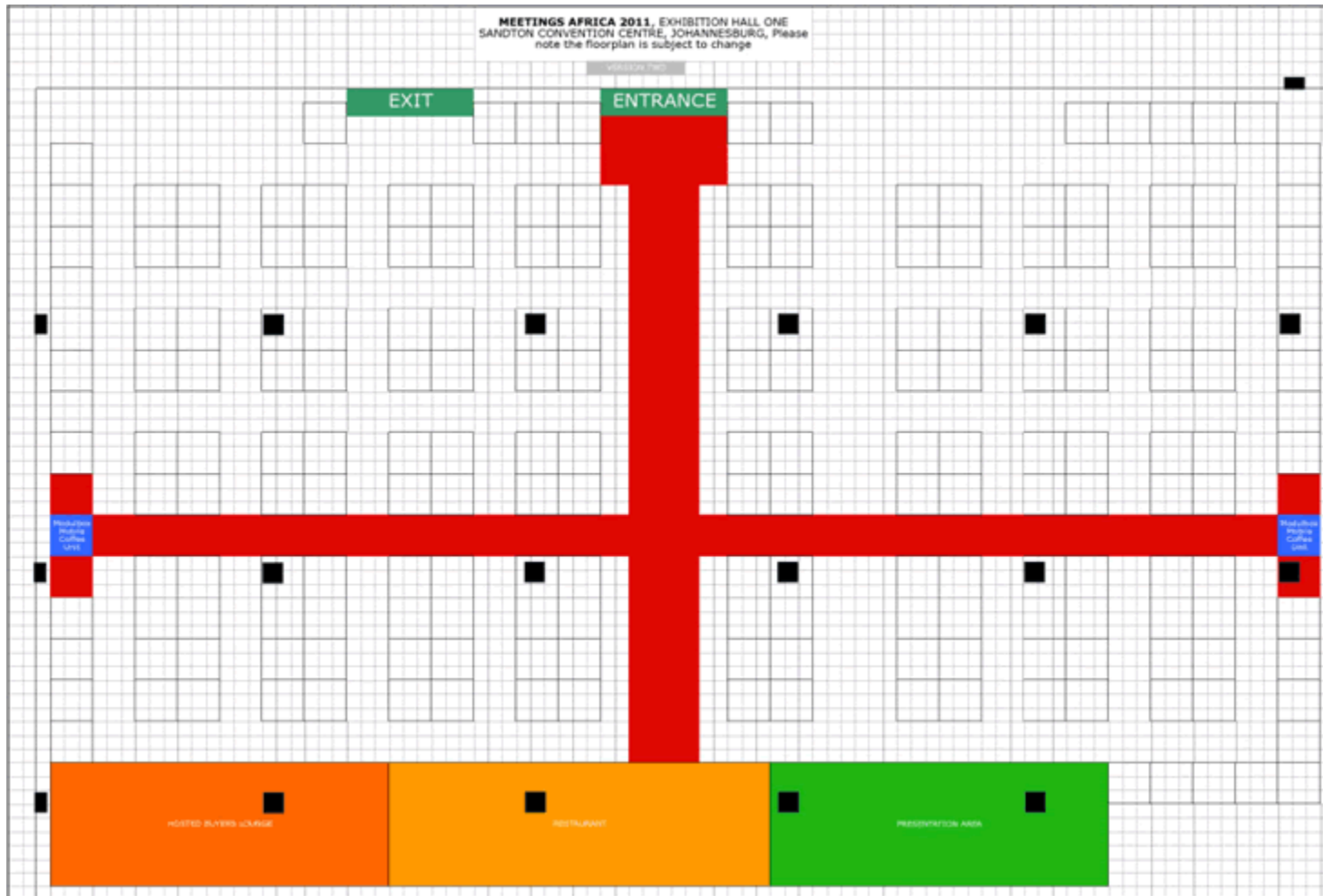
FLOOR PLAN

-Exhibition in sloping parking lot



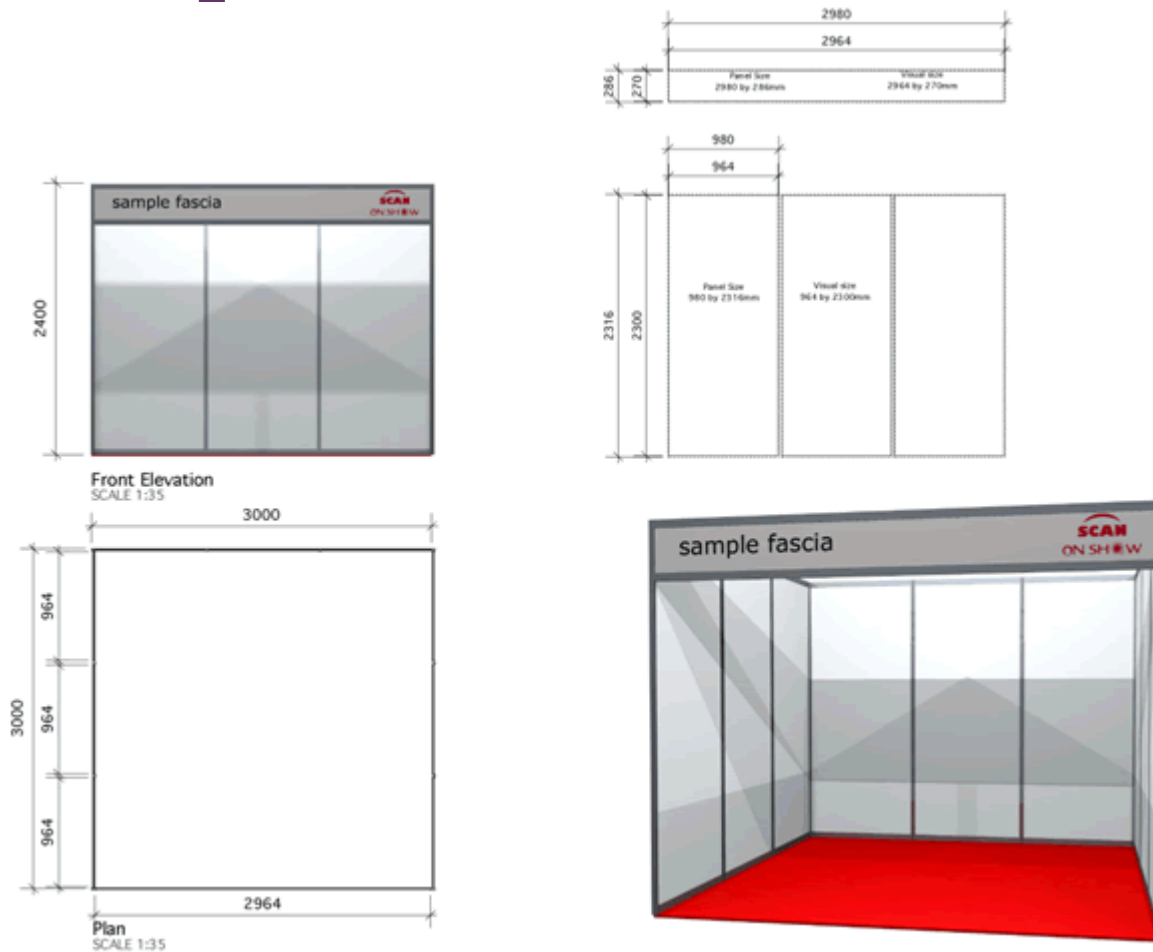
+ FLOOR PLAN

-Pillars



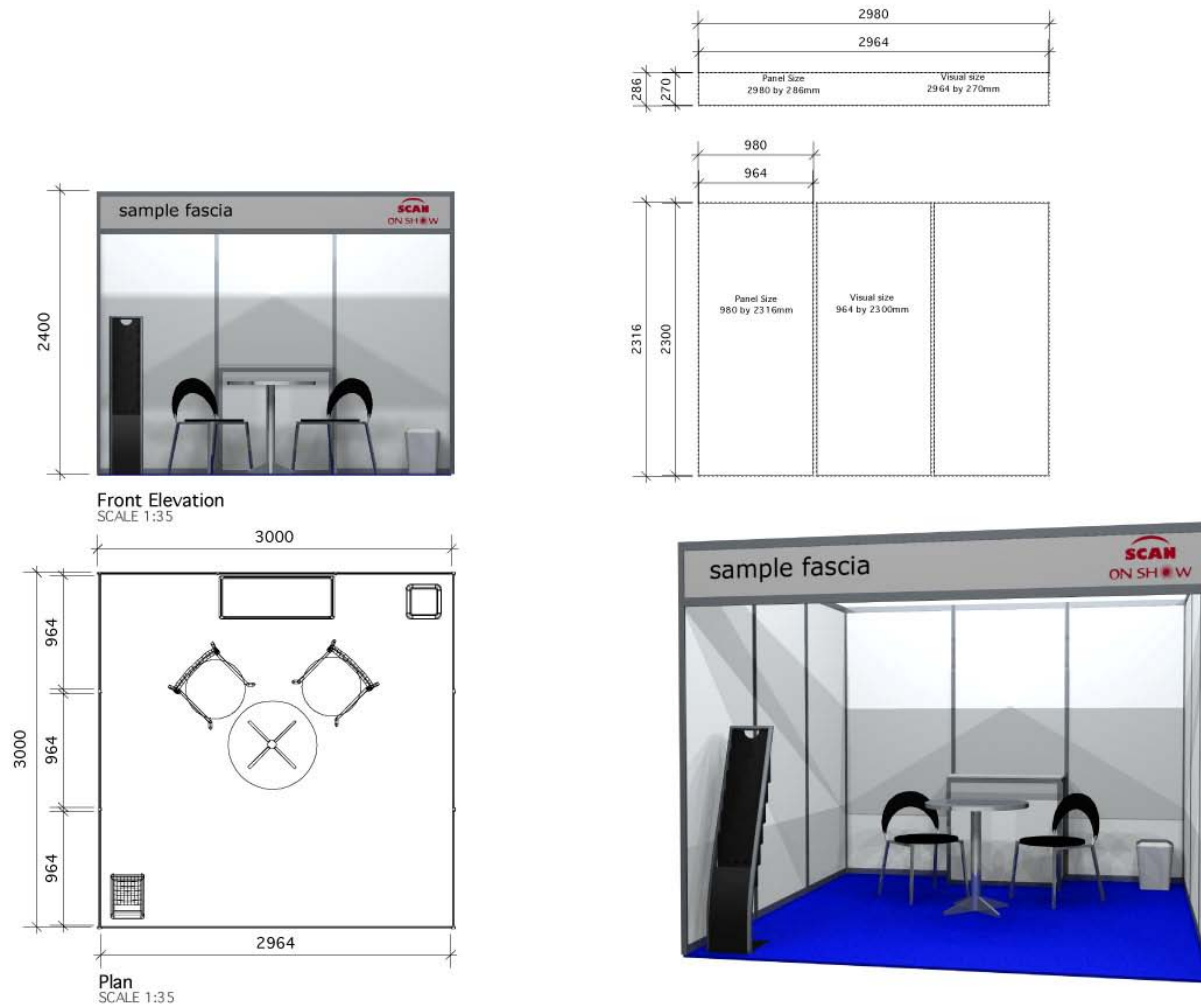
+ WHAT IS SHELL SCHEME?

-Basic requirements



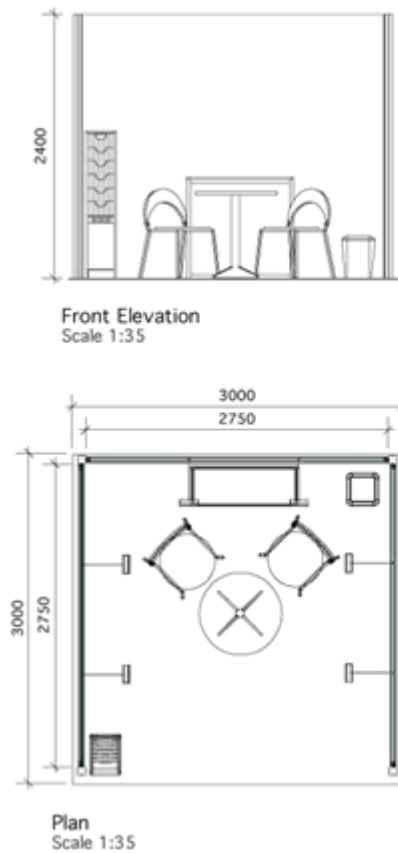
+ WHAT IS SHELL SCHEME?

-Walk on Package



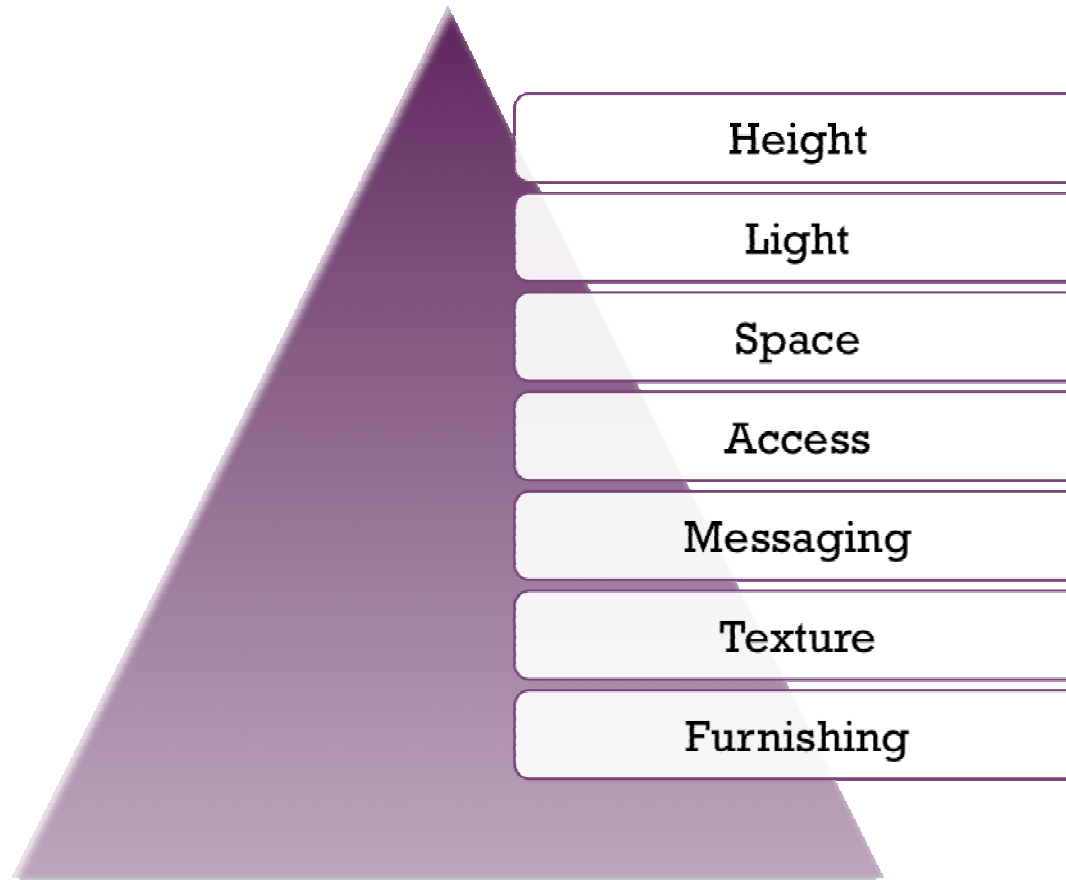
+ WHAT IS SHELL SCHEME?

-Executive package



+ DESIGNING STANDS

-Plan the stand



+ DESIGNING STANDS -Height

- Power
- Don't over power/ depends on message



+ DESIGNING STANDS -Light

- Well lit
- Green energy



+ DESIGNING STANDS -Space

■ Clutter



+ DESIGNING STANDS -Access

- Is the stand well accessible to the public?

A Wall with a View

Company: Scan Display Solutions

Show: Markex Johannesburg, 2007

Design: Scan Display Solutions, Johannesburg, South Africa,
27-11-447-4777, www.scandisplay.co.za

With a booth interior as beautiful as this one, you don't need barriers blocking your view. That's why Scan Display Solutions opted for these walls made of glass and aluminum frames. More windows than walls, the structures define the space yet offer an unobstructed peek inside.



PHOTO: GILES RIDLEY



The logo for SCAN, featuring a red curved line above the word "SCAN" in bold, red, sans-serif capital letters.

+ DESIGNING STANDS

-Messaging

■ Clutter



+ DESIGNING STANDS

-Texture



+ DESIGNING STANDS -Furnishing

- Low chairs/ high chairs/ no chairs
- Brochure clutter



+ DESIGNING STANDS

Use the aisle-Events on the stand



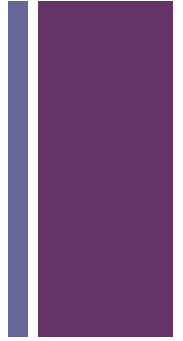
+ DESIGNING STANDS

-Perfect stand

- Height
- Light
- Space
- Access
- Messaging
- Texture
- Furnishing



+
THANK YOU



SCAN