

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 Freeman
- 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



Do not exceed 2.5 meters in height and keep all furnishing inside the booth



Keep graphics simple.