

EXPOGRAPHIC PACKAGES

CONVENIENT | CREATIVE | COST EFFECTIVE



We offer a convenient, creative and cost-effective fixed price service for the design, print and installation of stand graphics on the shell-schemes at Timber Expo.

This service is based around a standard package solution that is customised to your bespoke branding and marketing requirements.

These all-inclusive graphic packages give you access to Timber Expo's design team, high quality large format printing facilities from the shows dedicated printers, and an installation service – so it couldn't be any easier or more efficient.

The graphic package option will follow a carefully planned five step process of briefing and proofing and the graphics are yours to take away after the show.

Unique/customised stand graphic services can be provided on an individual requirements basis i.e. for non-shell scheme exhibitors, but a brief would need to be provided and this activity would need to be priced and quoted for accordingly.

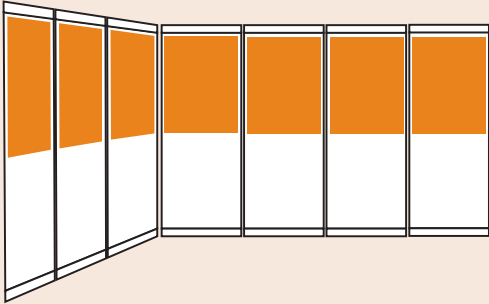
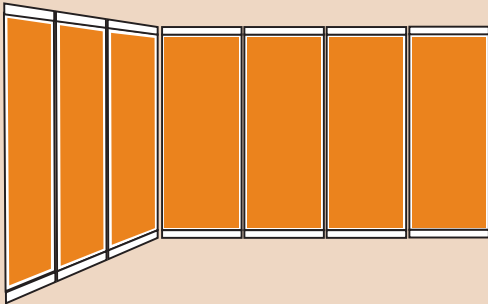
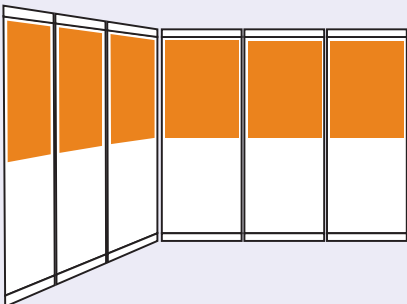
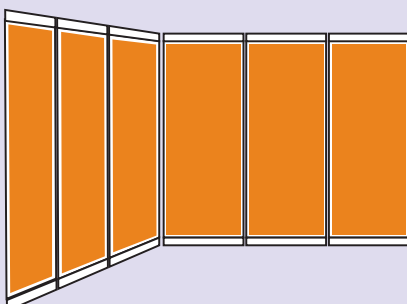
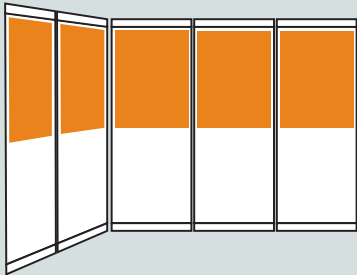
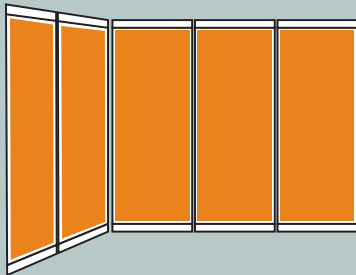
Please email your stand graphics enquiry to:
victoria.jones@radar-communications.co.uk



THE OPTIONS - MATCH YOUR REQUIREMENTS

Option 1 Waist Height

Option 2 Full Height

Option 1A 12m² - 2 walled	Option 2A 12m² - 2 walled																
 <table data-bbox="292 766 600 887"> <tr> <td>Design & art</td> <td>£350</td> </tr> <tr> <td>Print & installation</td> <td>£525</td> </tr> <tr> <td>Total</td> <td>£875</td> </tr> <tr> <td>Option for 3 walled</td> <td>£1250</td> </tr> </table>	Design & art	£350	Print & installation	£525	Total	£875	Option for 3 walled	£1250	 <table data-bbox="971 766 1279 887"> <tr> <td>Design & art</td> <td>£700</td> </tr> <tr> <td>Print & installation</td> <td>£1050</td> </tr> <tr> <td>Total</td> <td>£1750</td> </tr> <tr> <td>Option for 3 walled</td> <td>£2500</td> </tr> </table>	Design & art	£700	Print & installation	£1050	Total	£1750	Option for 3 walled	£2500
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Option 1B 9m² - 2 walled	Option 2B 9m² - 2 walled																
 <table data-bbox="292 1321 600 1442"> <tr> <td>Design & art</td> <td>£300</td> </tr> <tr> <td>Print & installation</td> <td>£450</td> </tr> <tr> <td>Total</td> <td>£750</td> </tr> <tr> <td>Option for 3 walled</td> <td>£1125</td> </tr> </table>	Design & art	£300	Print & installation	£450	Total	£750	Option for 3 walled	£1125	 <table data-bbox="971 1321 1279 1442"> <tr> <td>Design & art</td> <td>£600</td> </tr> <tr> <td>Print & installation</td> <td>£900</td> </tr> <tr> <td>Total</td> <td>£1500</td> </tr> <tr> <td>Option for 3 walled</td> <td>£2250</td> </tr> </table>	Design & art	£600	Print & installation	£900	Total	£1500	Option for 3 walled	£2250
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Note:

Graphic packages are available on the 15m² and 18m² shell-scheme spaces. A price can be given on application. A print supply and install only option is available for companies that already have graphics designed.

THE SPECIFICATION - YOUR CHOICE

Both options are printed in full colour sealed and mounted onto white 3mm foamex that is applied to the shell scheme wall with velcro as shown below.



**OPTION 1
WAIST HEIGHT GRAPHIC**

**OPTION 2
FULL HEIGHT GRAPHIC**

Note: these images are for illustration purposes only.



Make sure the products & services your company provides will be noticed by the right people.

THE PROCESS - FIVE EASY STEPS

STEP 1: Brief

Send us your creative brief. The following page has some simple guidance to writing a creative a brief. This is your opportunity to tell our designers what your message is, provide guidance on how your brand is presented and show us samples of printed material you already have.

STEP 2: Words & pictures

With the brief send us text, logos and images you wish to use. As these are large format graphics there are certain stipulations for image files and type. Logos should be supplied as vectored eps files with fonts converted to outline and all images should be 300dpi. As part of our quality control process our designers will return and ask for better images if they are considered unsuitable. Large format digital print is not as exacting as lithoprint so Radar cannot guarantee 100% colour matching.

STEP 3: Concept & feedback

Within 10 working days of sending your brief you will receive, as a pdf, three concepts. You can then feed back your comments by either marking up the pdf, commenting in an email message or if need be, by a telephone conversation.

STEP 4: Artwork

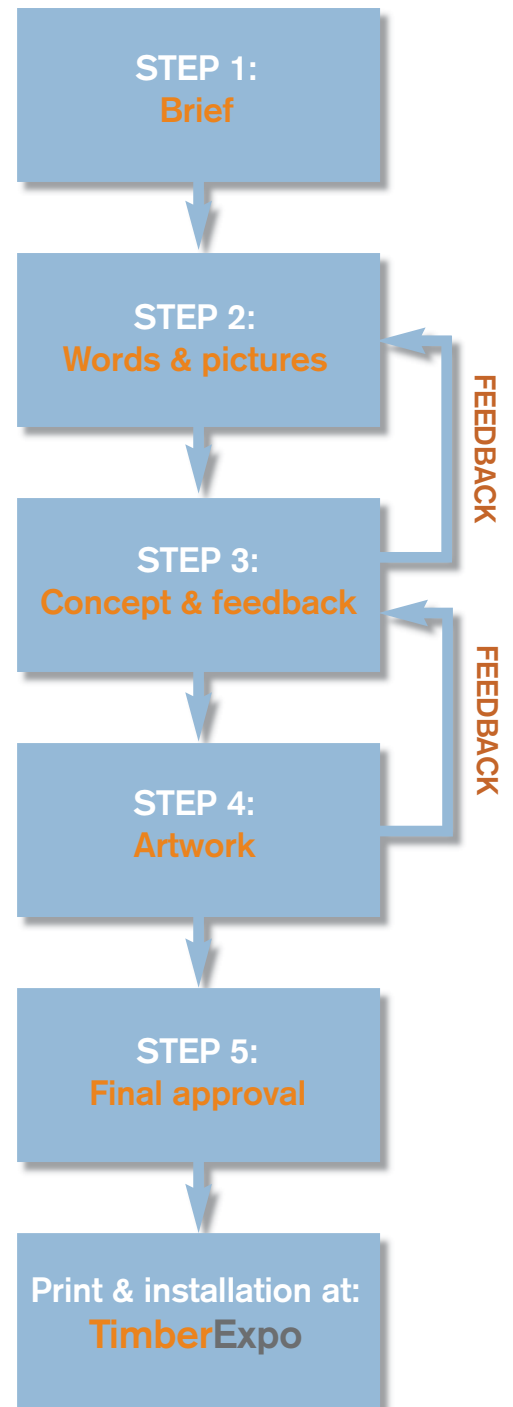
10 days from receiving your comments on the concepts you will receive first draft artwork ready for print, presented as a 3D visual. This draft is your opportunity to check spelling and correct use of images & logos. Again, mark up the pdf or email your final amendments.

STEP 5: Final approval

You will then receive a final draft artwork and approval form. This is to be checked and if you are satisfied all amendments have been carried out send back the approval form. Your graphics will then be printed and installed. These will be your graphics and can be taken away at the end of Timber Expo.

Late changes

If further amendments are made by you this work will be extra to the package price, will be quoted for and charged as agreed.



“Exhibitions have ‘awesome power’ as a marketing tool. They are powerful because they are a face-to-face medium. Enabling you to converse with customers rather than simply communicating your sales message.”

Austen Hawkins
Association of Events Organisers

THE BRIEF - GETTING YOUR MESSAGE RIGHT!

To start with please provide details of your main point of contact, company name, stand number and graphic package you wish to purchase. If your requirement is more bespoke and outside the packages on offer a representative from Radar will be in touch for a more in-depth discussion.

1. Who is your target audience/market?
2. Is your stand focusing on a particular product or service? Please give details and attach any relevant marketing material as PDFs.
3. Please provide details of how your company's brand should appear. Colour references, use of logo and so on. Attach any Brand Guidelines you may have.
4. Describe the personality of your business. Is it family run? Are you known for innovation or are you very traditional?
5. Do you want the stand graphics to continue a campaign theme that is already running. Please send details and samples.
6. What is the core message or deliverable you are offering? It could be price, a certain sales promotion or a new innovation.
7. Have you seen graphic treatments that you like. Please send any reference to what you have collected or photographs of other stands you like.
8. For more guidance and inspiration you can download the free Timber Expo Exhibitor Guide by going to www.timber-expo.co.uk/exhibitor/media



RADAR

Contact Details:

To discuss the complete range of stand graphic options contact Victoria Jones
T: 01743 344924 M: 0792 2570331 E: victoria.jones@radar-communications.co.uk

Important Note: The deadline for appointing Radar to provide your stand graphics is **31st August 2012.**