



SPRING
FAIR 2010
INTERNATIONAL

SEE. MEET. TRADE.

7-11 FEBRUARY 2010, NEC BIRMINGHAM UK

VOLUME HALLS OPEN ONE DAY EARLY

www.springfair.com



Premier Shell Scheme

Enhance your presence

Stand out from the crowd for as little as an extra £270*

(*Based on a 9m² stand)

Make a lasting impression at Spring Fair by using our new custom designed shell scheme enabling you to colour code your carpet, fascia, nameboard and graphics panel.



The Premier Shell Scheme is available at £30 per m² plus VAT, in addition to our standard shell scheme price. To take advantage of this offer please complete and return the attached application form by post or fax to +44 (0)20 7728 4242 and we will make all the necessary arrangements for you.

Available colours* for fascia and graphics panel / nameboard



*Due to print/screen, colours may vary slightly

Available colours* for carpets



The Premier Shell Scheme offers the following:

- Fascia clad in paint finished timber, choose from a variety of colours as shown above
- Nameboard to a different design to that of our standard shell scheme and in a variety of colours as shown above
- Extended height graphics panel which extends out from the front of your stand and allows line of sight to your brand by buyers walking down the aisle – available in a variety of colours as shown above
- Your logo[†] on the graphics panel
- Willow cord carpet in a variety of colours - see above choices
- White wall panels
- Metal structure in silver

[†] Depending on the exact graphic requirements, there may be an additional charge for multi-coloured complex logos. Maximum logo size is 400mm x 400mm.

NB. The height of the shell scheme remains at 2.5m from floor to top of ceiling grid and 2.43m from floor to underside of ceiling grid.

If you would like more information about the Premier Shell Scheme, please call us on +44 (0)20 7728 4210.

The deadline for applications is 8th January 2010.

Application for Premier Shell Scheme

We wish to upgrade our shell scheme from the normal to the Premier Shell Scheme **at an additional** £30 per m² plus VAT.

Contact Name _____

Hall Number _____

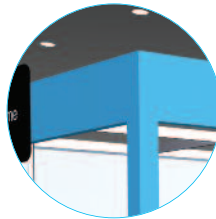
Exhibiting Company _____

Stand Number _____



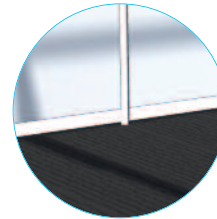
We wish our **nameboard** and **graphics panel** to be in (choose one colour only):

- Black
- Grey
- Royal Blue
- Sky Blue
- Pale Blue
- Green
- Ruby Red
- Strawberry Red
- Gold
- Yellow
- Orange
- Beige
- Bright White



We wish our **fascia** to be in (choose one colour only):

- Black
- Grey
- Royal Blue
- Sky Blue
- Pale Blue
- Green
- Ruby Red
- Strawberry Red
- Gold
- Yellow
- Orange
- Beige
- Bright White



We wish our **carpet** to be (choose one colour only):

- WC01 Maroon (dark red)
- WC02 Cadmin Red (bright red)
- WC03 Silver Grey (light grey)
- WC04 Royal Blue (bright blue)
- WC05 Beige
- WC06 Charcoal (dark grey)
- WC07 Green (bright green)
- WC08 Black
- WC09 Dark Green
- WC10 Midnight Blue (deep blue)

Please supply your logo labelled " 'Premier Shell Scheme', 'Company Name', 'Hall and Stand Number' " in EPS vector format by email to: springfairoperations@emap.com

Please sign and return to:

Spring Fair Premier Shell,
Emap Connect Operations Department,
Ground Floor, Greater London House,
Hampstead Road,
London NW1 7EJ, UK

Fax: +44 (0)20 7728 4242



SEE. MEET. TRADE.
7-11 FEBRUARY 2010, NEC BIRMINGHAM UK
VOLUME HALLS OPEN ONE DAY EARLY
www.springfair.com

Signed _____

Name _____

Date _____

DEADLINE FOR RETURN IS 8th January 2010

We are unable to accept any applications after this date