

SHELLSCHEME POD PACKAGES

IMPOWER | MONACO | 25-26 JUNE 2024

EESL
EVENT EXHIBITION SERVICES

Please find information regarding the 2m x 2m Shellscheme pod packages for **IMpower 2024**.

2-3	GRAPHICS
4	2m x 2m Package
5	2m x 2m Artwork sizes

GRAPHIC GUIDELINES - TO BE FOLLOWED BY ALL EXHIBITORS/DESIGNERS PROVIDING ARTWORK FOR STAND GRAPHICS.

To ensure trouble free production of your graphics and to avoid any unexpected outcomes, please send **PRINT READY** and **INTERNALLY APPROVED/SIGNED OFF** artwork files using the following guidelines.

Please send all artwork files to **nick@eesl.ltd**

Email subject must include
‘IMPOWER24’ booth number and Company name, aside the subject of the email
(example: IMPower24 - B52 - Companyname - Print files)

All graphic files must be sent before 20th May. Files bigger than 5Mb should be send via WeTransfer or similar.

For any questions or doubt we are here to help.
Please ask your PM Nick.

WALL GRAPHICS - Please submit 1 x artwork file for your backwall graphics

DIVIDING WALLS - Please submit 1 x artwork file for your dividing wall graphics. If your stand has 2 x dividing walls we will print this artwork twice, to give you the branding on both dividing walls.

COUNTER GRAPHIC - Please submit 1 x artwork file for your counter graphics

The Stand Plan includes a table similar to the below. Here is how to read it.




These are the sizes to set your artwork

N.	ARTWORK (w) x (h)	BLEED
1	1934 x 2470	20mm (All the way round)
2	966 x 872	5mm (All the way round)
3	966 x 872	5mm (All the way round)

These are the reference numbers given to each individual graphic element. You can see on the plans which component has each number

This is the amount of bleed to add to the artwork.

GRAPHICS - HOW TO PREPARE FILES FOR PRINT

FORMAT		AVOID	
<div><div> B54_COMPANY_WALL 1.PDF</div><div> B54_COMPANY_WALL 2.PDF</div><div> B54_COMPANY_WALL 3.PDF</div></div> <p>PDF, 1 File per graphic, 1 page per file (example : 3 walls = 3 files, 1 page each)</p>		<ul style="list-style-type: none">- Non-PDF files, especially InDesign or Photoshop files- Multiple graphics in a single file- Please DO NOT use file sharing platforms that require sign in, login or a password as this can delay accessing your artwork.	
IMAGES	<ul style="list-style-type: none">- NO Compression or downsizing- Artwork for large items can be supplied 1/4 size at 300dpi- Scanned images for large items should be 150dpi and 300dpi for small items.		<ul style="list-style-type: none">- Images taken from google- Images transferred via Whatsapp- Screenshots
FILENAME	Example [BoothNumber]_[CompanyName]_Panel 3_966x872mm		
COLOURSPACE	CMYK (Pure black: 80,80,80,100)	RGB (RGB is meant for screens, therefore some colors can't be printed)	
TEXT & PATHS	Text and Paths expanded If Adobe Illustrator Files are submitted, please ensure fonts are submitted also, or outlined, and all linked files are included.		

WE WILL DO THE FOLLOWING ON RECEIPT OF ARTWORK:

- Create ONE low resolution PDF for approval by email. This is to check the correct file has been received and all looks as expected. It IS NOT a proof for colour checking.
- OR
- If the file(s) received do not match the guidelines as set out above, you will be advised of the problem and asked to resubmit. This will **incur a reprocessing charge of £65.00 + VAT.**

COMMON PROBLEMS TO AVOID INCLUDE:

1. Wrong Size – please follow the dimensional information shown on the stand plan.
 2. No bleed – please ensure bleed is added as detailed on the stand plan.
 3. The whole file or elements of the file are low resolution – please follow the resolution advice above.
 4. The whole file or elements of the file are in the wrong colour profile, such as RGB – please submit it in CMYK format as requested above.
- If the above problems are avoided and the guidelines above followed, there should be no additional fees and the whole process should be straight forward.
- If we are asked to make changes to a file to correct text or graphic layout, **there will be a charge of £65.00 + VAT per hour**, with a minimum of one hour charged. This will be approved by the customer before we go ahead.



PACKAGES INCLUDES

STAND BUILD

PRINTED GRAPHICS ON ALL WALLS

FURNITURE PACKAGE SHOWN

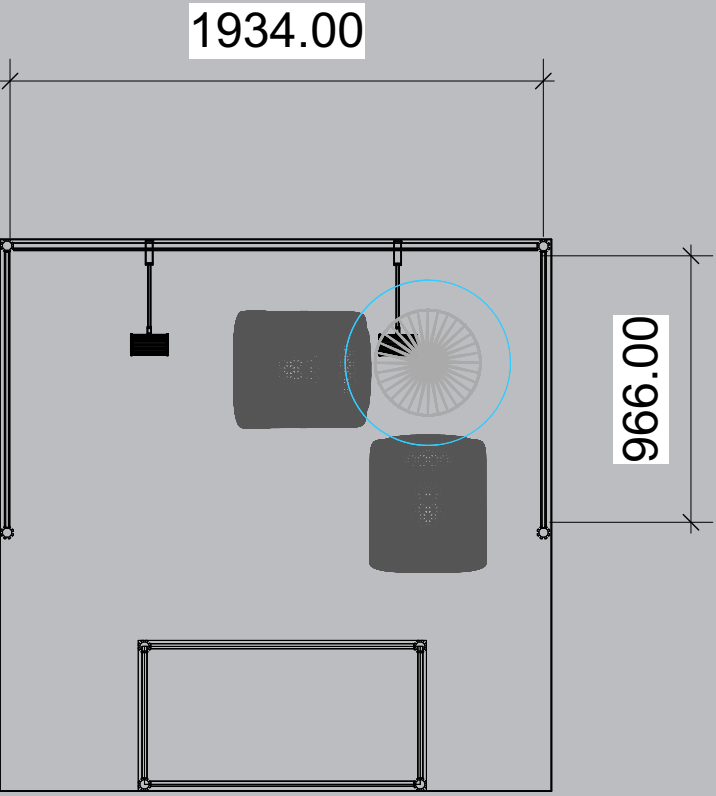
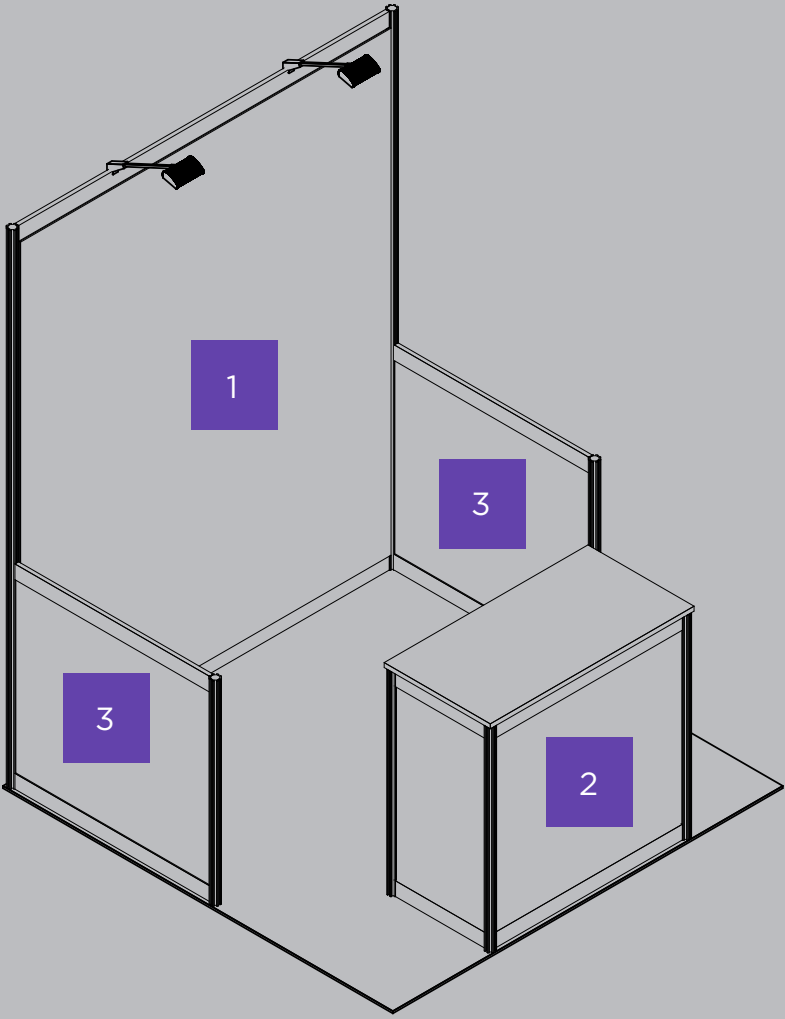
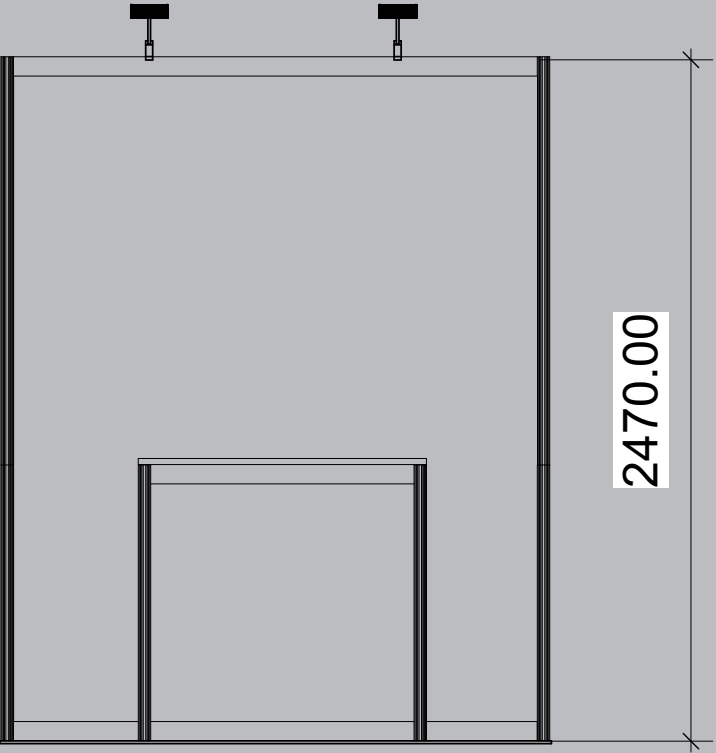
RECEPTION WITH GRAPHIC

LONG ARM LIGHTING

1 X 1000w DOUBLE SOCKET

GREY CORD CARPET

2M X 2M
SHELLSCHEME POD - ARTWORK SIZES



N.	ARTWORK (w) x (h)	BLEED
1	1934 x 2470	20mm (All the way round)
2	966 x 872	5mm (All the way round)
3	966 x 872	5mm (All the way round)

Please note, the visable area for both panels **2 and 3** once installed will be **954mm x 860mm**

All graphics must be sent before 20th May.
For any questions / help please email your PM Nick
nick@eesl.ltd

THANK YOU

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