

# EDUCATION: DISRUPT OR BE DISRUPTED

**Sponsor and Exhibitor Pack**  
**CASE Europe Annual Conference**  
27–29 August 2019, Birmingham



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# SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Europe's largest event for advancement professionals



**Alumni relations**



**Communications**



**Development/  
fundraising**



**Marketing**



**Public affairs  
& engagement**



**Student  
recruitment**

**REGISTER**

# HELLO

Welcome to the CASE Europe Annual Conference (CEAC), the leading event for professionals in education advancement in Europe.

This year's topic is "Education: Disrupt or be Disrupted". For the sector, disruption is a way of life. Societal and political turbulence is changing the way we are funded, regulated and perceived. In a time of constant change, how do we thrive and survive?

CEAC curates the knowledge, experience and expertise of those working in education. It is the perfect place to engage with professionals from higher education, schools, charities and arts & culture sectors from Europe and beyond.

Last year's annual conference was held in Edinburgh and it was sold-out - our biggest in 25 years history. Building on this, we aim to give our partners the best opportunities to engage with delegates throughout the programme.

This year, there is no predefined support package. Instead you, have the chance to select the items and activities that are most interesting to you from a "shopping list" and prepare a bespoke package that, in your view, is the best way to achieve your goals to engage with prospective or existing customers.

This is just one of the changes we are proposing this year to make sure you have the best experience at CEAC. In fact, all the changes proposed are in response to your feedback from last year.

Join this incredible network of professionals from Europe and beyond to discover, learn, share and discuss the main topics on education advancement.

If you have any questions about the event, do get in touch! We very much look forward to seeing you in Birmingham this year!



**Bruce Bernstein**  
Executive Director, CASE, London Office

**GET IN TOUCH**

# WHY PARTICIPATE

**If you are a business who provides services to the higher education, charity or arts & culture sectors, this is the event for you.**

Come and join us in Birmingham for the largest education advancement event in Europe.

Our delegates come to CEAC year-on-year to hear about trends, discuss hot topics and learn from one another and to meet their future suppliers! It is the perfect opportunity to engage with the sector.

## CEAC AT A GLANCE

60+

Masterclasses & Seminars

3

Days of Learning

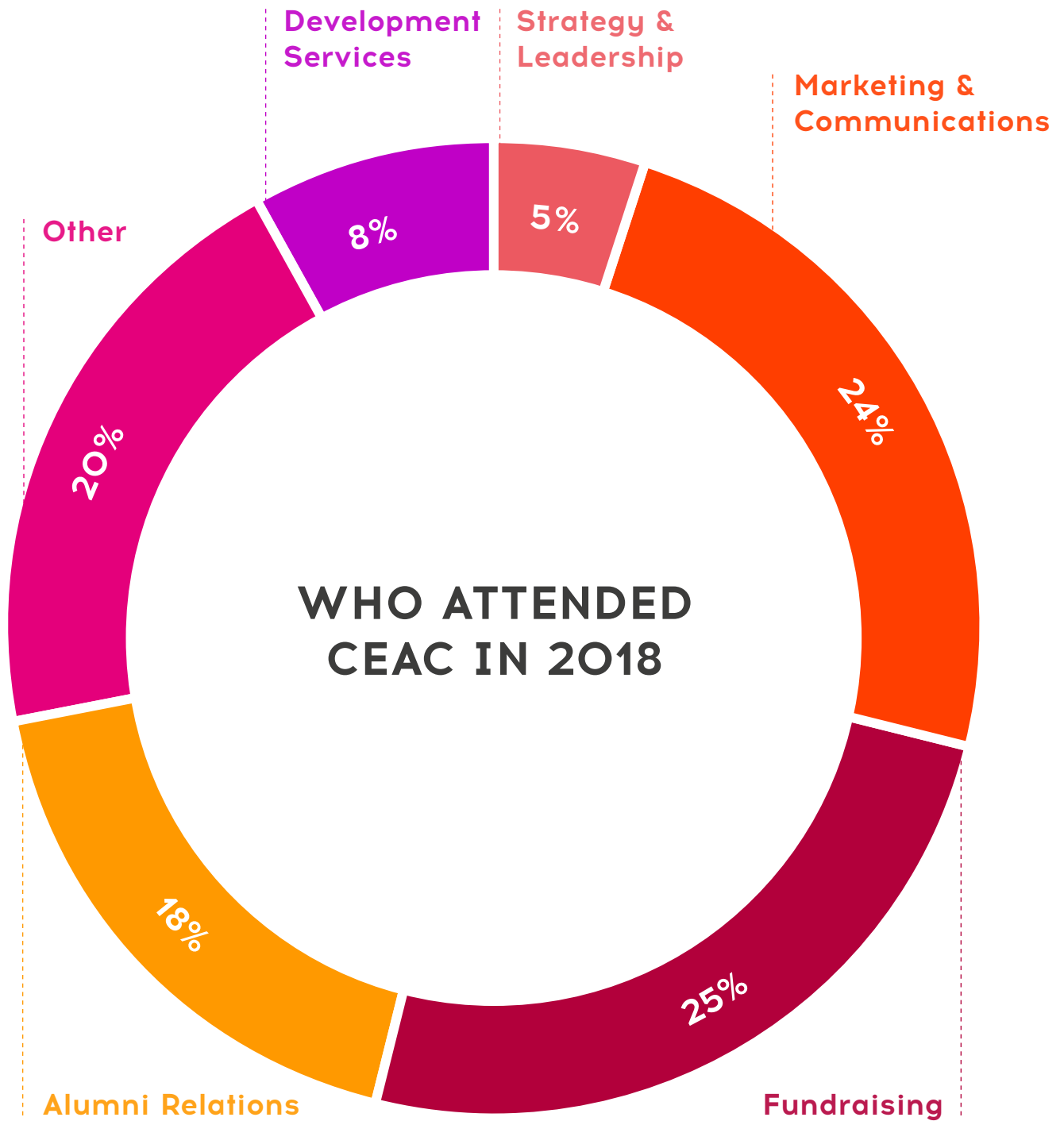
5

Simultaneous Tracks

1K

Influential Visitors

# CHECK OUR NUMBERS!



# OUR PREVIOUS ANNUAL CONFERENCES

## Edinburgh, 2018



**1**  
Conference



**150**  
Sessions



**220**  
Speakers



**325**  
Institutions



**205**  
Universities



**27**  
Schools



**69**  
Educational  
Partners



**24**  
Not-for-profit  
& cultural  
institutions



**1,064**  
Attendees



**114,300**  
Attendees  
training &  
networking  
hours

## Birmingham, 2017



**1**  
Conference



**139**  
Sessions



**191**  
Speakers



**284**  
Institutions



**195**  
Universities



**16**  
Schools



**54**  
Educational  
Partners



**19**  
Not-for-profit  
& cultural  
institutions



**814**  
Attendees



**81,433**  
Attendees  
training &  
networking  
hours

## Brussels, 2016



**1**  
Conference



**121**  
Sessions



**198**  
Speakers



**290**  
Institutions



**199**  
Universities



**18**  
Schools



**55**  
Educational  
Partners



**18**  
Not-for-profit  
& cultural  
institutions



**764**  
Attendees



**95,493**  
Attendees  
training &  
networking  
hours

# SO, WHAT'S NEW AT CEAC 2019?

Most of the changes we are presenting for this year are a result of your comments and suggestions from last year's conference. Our goal is to offer you a great experience in terms of meeting the right people and having fruitful discussions.

## THESE ARE THE MAIN CHANGES

### The Exhibition Hall

- Reimagined layout - all stands face the centre of the hall, offering the same exposure to everyone
- It will be like a "marketplace", with activities being held there several times of the day
- Quick access to/from most of the session rooms
- An informal arena for talks - the "Storytelling Corner"

### Format of support opportunities

- No predefined items, you are free to build your own package according to what is best for you

### More delegate engaging opportunities

- Delegate engagement - with talks the "Storytelling corner" and showcase sessions

### We are paper free - check our app!

- Instead of printed programmes, we are using technology. We launched our conference app last year - which had great feedback, so we are going paper-free! Check out these great stats showing the app usage:

**933** Total user accounts

**646** Users sharing profiles

**122** Personal meetings

**286** User-to-user messages

**331** Exhibitor impressions

**1,232** Hours of use



# KEY INFORMATION

## CONFERENCE VENUE

International Convention Centre - ICC  
8 Centenary Square, Birmingham, UK, B1 2EA

## DATES

**27-29  
August**

**Main  
conference**

**26-27  
August**

**Newcomers'  
Fast Track**

**27-28  
August**

**Leadership  
Forum**

Find out more about the conference and access the programme via the button below.

**PROGRAMME**

## ACCOMMODATION

We have partnered with Meet Birmingham to secure specially negotiated accommodation rates at a selection of hotels throughout the city.

You can book accommodation for your stay during CEAC through one of these two links:

<https://book.passkey.com/event/49835916/owner/9650226/home> or  
<https://www.meetbirmingham.com/case-europe-annual-conference>

# DELEGATE RATES

You must register as a delegate to attend the conference sessions (although some items on the exhibition and sponsorship opportunities list include delegate passes – please check the product description). For-profit representatives who are not Educational Partners pay the non-member rate.

## MAIN CONFERENCE

### Early bird (by 14 June)

Educational Partner Rate (Member Rate): £740

Non Educational Partner Rate (Non-Member Rate): £1,040

Schools (Member Rate): £375

Schools (Non-Member Rate): £485

### Standard rate (From 15 June)

Educational Partner Rate (Member Rate): £800

Non Educational Partner Rate (Non-Member Rate): £1,115

Schools (Member Rate): £405

Schools (Non-Member Rate): £525

## SPECIAL TRACKS

The Leadership Forum and the Newcomers' Fast Track require special registration. Here are the rates:

### Newcomers' Fast Track £280

Newcomers' track delegates have to attend the main conference.

### Leadership Forum £280 (if attending the conference) or £750 (if attending only this track)

Leadership Forum delegates do not need to attend the main conference. It is their choice if they will or not attend it.

# HOW TO GET INVOLVED

There are several opportunities to get involved with CEAC.  
**They are presented below in 3 categories:**



**Exhibition**



**Delegate  
engagement**



**Brand exposure  
(sponsorship  
items)**

## ❗ Important

In addition to specific item benefits (described after each item), all sponsors and exhibitors get the following benefits:

- Logo on digital materials before and during the conference in sponsorship-level or exhibition position. This includes, but is not limited to: conference web page, marketing messages and direct marketing mailings to the CASE Europe database; September CURRENTS magazine available in print or digital to all CASE members (80,000+ professionals worldwide); and
- Acknowledgement on social media (e.g. tweets during the conference)

## ❗ Please note that there are 2 price brackets

**Educational partners:** for-profit institutions that are CASE members

**Non-educational partners:** for-profit institutions that are not CASE members

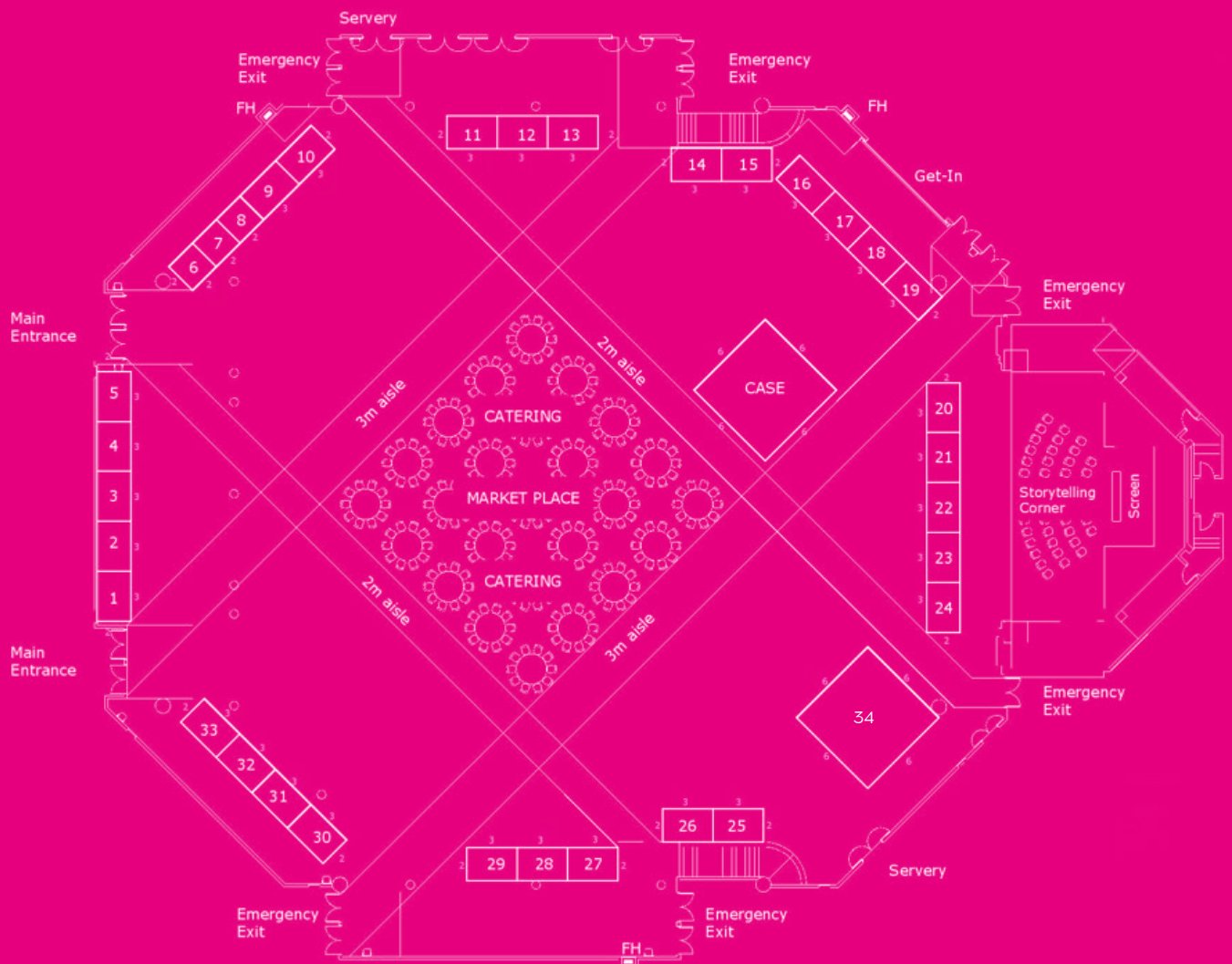
# EXHIBITION

We want to make sure our exhibitors have the best chance of meeting the delegates that mean the most to them and have the best chance of converting to potential work.

## Increase your brand exposure and meet decision makers

We received some fantastic feedback from our exhibitors last year and have implemented what we can to make this event the best yet!

All our exhibition stands will be facing the centre of the exhibition space, to give everyone equal exposure to engage with delegates.



## The exhibition hall is open:

Tuesday 27 August: 12:00 – 18:00

Wednesday 28 August: 08:00 – 19:00

Thursday 29 August: 08:30 – 15:15

## Stand cost

	Educational partner	Non-educational partner
3x2m	£2,250	£2,700

\*prices exclude VAT

## What is included with the stand cost

- Stand shell with 3x2m, containing 2 chairs, a table, tablecloth and electric kit (please see stand specifications [here](#)).
- Company logo and name on the exhibitor list on the website
- Company listed on the exhibitors list on the app
- A GDPR compliant list of delegates that have given permission to have details shared
- Two complimentary delegate registration passes for the main conference (this does not include the Leadership Forum and the Newcomers' Fast Track)

# DELEGATE ENGAGEMENT

**In addition to the improved exhibition layout, we are putting on a vibrant schedule of events, specifically to encourage footfall and engagement with delegates.**

The hall activities schedule will be available in the app closer to the start of the conference

There are several different opportunities to engage directly with delegates during CEAC.

## **Showcase sessions (Wed/Thu)**

45 min sessions where you will present a topic of your choice. It will be held in one of the session rooms, to be confirmed in early July. Your organisation can have up to 2 sessions during the conference.

## **Our suggestions to help make your session a success**

- You may consider having a partner institution presenting with you (university, charity, etc)
- Try to be innovative with the topic
- Please keep in mind that this is a space to present / discuss ideas, topics, case studies, etc., *sales pitches are not received well.*

**! Important deadline 22 July:** Please send session titles and descriptions, with author names, biographies and photos to Cristina Marochi at [\*\*cmarochi@case.org\*\*](mailto:cmarochi@case.org)

You can see the format of what is required [\*\*here\*\*](#).

	Educational partner	Non-educational partner
Cost per session	£500	£600

\*prices exclude VAT

### What is included in the cost

- 1 session of 45 minutes in room to be allocated by CASE
- AV to be provided by CASE
- Session topic, description and author details to be sent by 22 July
- Limit of two sessions per company (one per day)

## STORYTELLING CORNER (TUE/WED/THU)

*This space is sponsored by The Guardian and curated jointly with CASE.*

This space is for informal discussions, focusing on alternative voices and innovative thinking. Book slots in our storytelling corner for a relaxed and informal discussion. This is a special space on the right side of the **exhibition floor plan**, with a maximum of 50 participants. Slots available are 30 minutes and will take place at certain times of the day, closer to the beginning and end of activities, when the flow in the exhibition hall is higher.

You will have a head microphone and 30 minutes to present something you believe is interesting for the audience you want to reach. It can be related to a current issue, or a skill you believe professionals should be focusing on, or even a life story that demonstrates the power of creativity. It is your choice! However, sales pitches would not be received well.

**! Important deadline: 22 July.** Please send session titles and very creative descriptions, with author names, to **Cristina Marochi** [cmarochi@case.org](mailto:cmarochi@case.org)

	Educational partner	Non-educational partner
Cost per slot	£300	£360

\*prices exclude VAT

### What is included in the cost

- 1 slot of 30 minutes at the storytelling corner in the exhibition hall.  
Day/time TBC
- Multimedia projector and microphone will be provided by CASE
- Session listed on the exhibition hall activity programme in the app



# BRAND EXPOSURE

## (SPONSORSHIP ITEMS)

We know the reason people get involved in an event is to get better engagement with your potential clients, so in addition to exhibiting, we have devised multiple ways in which you can meet your next client.

We have a large variety of ways of sponsoring which will ensure your prospects come to know you better.

We invite you to pick and choose different opportunities that suit your needs most. Check out the sponsorship opportunities below and see how you can take advantage of these great ways of engaging with your potential clients!

## MID-WEEK PLENARY CRISIS HITS. WHAT WOULD YOU DO?

	Educational partner	Non-educational partner
	£3,000	£3,600

\*prices exclude VAT

### What is included in the cost

- Company logo on website (with link) and on plenary slides
- Verbal acknowledgement from the podium
- Company literature or gift/goodie on auditorium seats (provided at the sponsor's expense)
- One complimentary delegate pass
- GDPR compliant list of delegates that have given permission to have details shared

# CLOSING PLENARY

## LYSE DOUCET OBE, BROADCASTER AND JOURNALIST

	Educational partner	Non-educational partner
	£5,000	£6,000

\*prices exclude VAT

### What is included in the cost

- Company logo on website (with link) and on plenary slides
- Verbal acknowledgement from the podium
- Company literature or gift/goodie on auditorium seats (provided at the sponsor's expense)
- One complimentary delegate pass
- GDPR compliant list of delegates that have given permission to have details shared

# TRACK SPONSORSHIP

Track		Educational partner	Non-educational partner
Alumni Relations	Exclusive	£1,750	£2,100
Marketing, Communications & Recruitment	Exclusive	£1,750	£2,100
Schools & Small Shops	Exclusive	£1,750	£2,100

\*prices exclude VAT

## What is included in the cost

- Company logo on website (with link) and on chosen track plenary and sessions slides
- Verbal acknowledgement from the podium during the chosen track plenary
- Company literature or gift/goodie on auditorium seats at the chosen track plenary (provided at the sponsor's expense)
- GDPR compliant list of delegates that have given permission to have details shared

# LEADERSHIP FORUM

## SPONSORSHIP OPPORTUNITIES

**27 – 28 August**

We are running a leadership track with a variety of different sponsorship opportunities. This will give you the opportunity to meet the leaders of the HE and charity sectors.

Item		Educational partner	Non-educational partner
<b>LEADERSHIP FORUM LANYARDS</b> <ul style="list-style-type: none"> <li>Logo branding on lanyards for delegates of the leadership track</li> <li>Colour of choice to suit your company logo</li> <li>To be produced by CASE</li> </ul>	Exclusive	£1,500	£1,800
<b>FIRESIDE CHAT</b> <ul style="list-style-type: none"> <li>Company logo featured as leadership track dinner sponsor on the website and the app</li> <li>2 places at the Fireside Chat</li> <li>GDPR compliant list of leadership track delegates that have given permission to have their details shared</li> </ul>	Exclusive	£2,500	£3,000
<b>LEADERSHIP TRACK SPONSOR</b> <ul style="list-style-type: none"> <li>Company logo on website (with link) and on track sessions slides as leadership track sponsor</li> <li>Verbal acknowledgement from the podium at the track opening and closing sessions</li> <li>Company literature or gift/goodie on room seats at the track opening session (provided at the sponsor's expense)</li> <li>GDPR compliant list of leadership delegates that have given permission to have details shared</li> </ul>	Non-Exclusive	£2,500	£3,000
<b>LEADERSHIP SESSION SPONSOR</b> <ul style="list-style-type: none"> <li>Company logo on website (with link) and on track session slide as session sponsor</li> <li>Company literature or gift/goodie on room seats at the sponsored session (provided at the sponsor's expense)</li> <li>GDPR compliant list of leadership delegates that have given permission to have details shared</li> </ul>	Non-Exclusive	£1,500	£1,800
<b>LEADERSHIP LUNCH ATTENDANCE</b> <ul style="list-style-type: none"> <li>One pass for the leadership lunch, at the ICC. Lunch restricted to leadership track delegates and sponsors</li> <li>GDPR compliant list of leadership delegates that have given permission to have details shared</li> </ul>	Non-Exclusive	£200	£240

\*prices exclude VAT

# NEWCOMERS' FAST TRACK SPONSORSHIP OPPORTUNITIES

**From 12pm on Monday 26 to 12pm on Tuesday 27 August**

We are also delighted to be running the newcomers track, which is an opportunity for the HE community to welcome new professionals to the sector and give them an opportunity to learn and progress at CEAC.

Item		Educational partner	Non-educational partner
<b>NEWCOMERS TRACK LANYARDS</b> <ul style="list-style-type: none"> <li>Logo branding on lanyards for delegates of the newcomers' track</li> <li>Colour of choice to suit your company logo</li> <li>To be produced by CASE</li> </ul>	Exclusive	£750	£900
<b>NEWCOMERS TRACK SPONSOR</b> <ul style="list-style-type: none"> <li>Company logo on website (with link) and on track sessions slides as newcomers' track sponsor</li> <li>Verbal acknowledgement from the podium at the track opening and closing sessions</li> <li>Company literature or gift/goodie on room seats at the track opening session (provided at the sponsor's expense)</li> <li>GDPR compliant list of newcomers' track delegates that have given permission to have details shared</li> </ul>	Exclusive	£1,500	£1,800
<b>NEWCOMERS SESSION SPONSOR</b> <ul style="list-style-type: none"> <li>Company logo on website (with link) and on track session slide as session sponsor</li> <li>Company literature or gift/goodie on room seats at the sponsored session (provided at the sponsor's expense)</li> <li>GDPR compliant list of newcomers' track delegates that have given permission to have details shared</li> </ul>	Non-Exclusive	£1,000	£1,200

\*prices exclude VAT

# BREAKFAST ROUND TABLE SPONSORSHIP

## 28 – 29 August on the mezzanine at the exhibition hall

Sponsor one breakfast round table (or all!) and join the discussion that best suits your business.

Each roundtable topic and presenter have been carefully selected by the planning committee; you can join the one you believe is the most relevant for your business. You will have the opportunity to join in the discussion and get to know other people interested in it.

A list of the selected topics will be available soon.

### You can sponsor:

- One specific table on Wednesday **or** Thursday.
- All tables on Wednesday **or** Thursday.
- All tables on Wednesday **and** Thursday.

### Costs

Track		Educational partner	Non-educational partner
One table/one day	Exclusive per table	£500	£600
All tables/one day	Exclusive per day	£2,000	£2,400
All tables/all days	Exclusive	£3,500	£4,200

\*prices exclude VAT

## What is included in the cost

### One table/one day

- Roundtable to be selected by company (CASE to provide options)
- Company logo on website and on table signage as table sponsor
- One place on the roundtable to join in the discussion (max. 12 pp)

### All tables/one day

- Company logo on website and on tables signage as breakfast roundtable sponsor of the day
- Sponsor can place banners where the breakfast roundtables are taking place during that period (provided at the sponsor's expense)
- Company literature or gift/goodie on room seats on the chosen day (provided at the sponsor's expense)
- Sponsor can choose which roundtable to attend or allocate company representatives - maximum 1 per table

### All tables/all days

- Company logo on website and at roundtables area as breakfast roundtables sponsor
- Sponsor can place banners where the breakfast roundtables are taking place (provided at the sponsor's expense)
- Company literature or gift/goodie on room seats (1 per day) (provided at the sponsor's expense)
- Sponsor can choose which roundtable to attend or allocate company representatives - maximum 1 per table

**❗ Please note:** The topic and the presenter are already defined and the presenter is the discussion leader.

# MERCHANDISE

Put your brand on products that will be provided to delegates and used after the event is finished.

## Costs

Item		Educational partner	Non-educational partner
<b>WATER BOTTLES</b> <ul style="list-style-type: none"> <li>Reusable water bottles made with recycled material. Water gallons will be positioned around the conference centre for refilling</li> <li>Company logo on water bottles, alongside CASE and CEAC logos</li> <li>To be produced by CASE</li> <li>Company logo in specific file format (TBC) to be sent</li> </ul>	Exclusive	£2,800	£3,360
<b>KEEP CUPS</b> <ul style="list-style-type: none"> <li>Reusable coffee cups made of bamboo. Coffee / tea will be available at the exhibition hall throughout the conference for refilling</li> <li>Company logo on keep cups, alongside CASE logo</li> <li>To be produced by CASE</li> <li>Company logo in specific file format (tbc) to be sent</li> </ul>	Exclusive	£4,000	£4,800
<b>TWITTER WALL</b> <ul style="list-style-type: none"> <li>Twitter wall using wall.io programme displaying twitter activity during the conference with the hashtag <a href="#">#CASEdisrupts</a></li> <li>Company logo on twitter wall</li> <li>One twitter competition with a topic and criteria of your choice, directly related to the conference topics, replicated by CASE twitter account</li> <li>Company to choose winners and provide prizes. CASE will help create the buzz</li> </ul>	Exclusive	£800	£960
<b>LANYARDS MAIN CONFERENCE</b> <ul style="list-style-type: none"> <li>Logo branding on lanyards for all delegates (except Leadership and Newcomers' tracks delegates)</li> <li>Colour of choice to suit your company branding</li> <li>To be produced by CASE</li> </ul>	Exclusive	£2,500	£3,000

\*prices exclude VAT



# CEAC APP

Following a successful test of the app during last year's conference and our increasing commitment to environmental sustainability, we will not have a printed programme and will encourage all delegates to use the CEAC app when looking for information or contacting other participants.

You can be represented in the app with your logo in different sections.

## Costs

Item		Educational partner	Non-educational partner
<b>SPLASH SCREEN</b> <ul style="list-style-type: none"><li>Splash screen appearing when app is launched with company logo</li><li>Logo to be provided in specific file format</li></ul>	Exclusive	£650	£780
<b>BANNER ON SCHEDULE PAGE</b> <ul style="list-style-type: none"><li>Company logo at the bottom left or right on the programme page</li><li>Only 2 available</li><li>Company to provide logo in specific file format</li></ul>	Non-Exclusive	£400	£480
<b>BANNER ON EXHIBITOR'S PAGE</b> <ul style="list-style-type: none"><li>Company logo on the exhibitor list page</li><li>Only 2 available</li><li>Company to provide logo in specific file format</li></ul>	Non-Exclusive	£350	£420
<b>BANNER ON HOME PAGE</b> <ul style="list-style-type: none"><li>Company logo on the landing page</li><li>Only 2 available</li><li>Company to provide logo in specific file format</li></ul>	Non-Exclusive	£400	£480
<b>PUSH NOTIFICATION (EACH)</b> <ul style="list-style-type: none"><li>In total 4 available per day (2 in the morning and 2 in the afternoon. Specific timings to be defined)</li><li>Messages must be related to the conference</li></ul>	Non-Exclusive	£280	£336

\*prices exclude VAT

# AWARDS

Connect your brand to an award that recognises excellence in education advancement.

## Costs

Item		Educational partner	Non-educational partner
<b>CIRCLE OF EXCELLENCE</b> <ul style="list-style-type: none"><li>• Logo on Powerpoint presentations both in the CASE space at the exhibition hall and the closing plenary slides and the closing plenary slides showing the award.</li><li>• Logo will also feature on award videos made during the conference that are extensively shared.</li><li>• Acknowledgement and thanks from the conference chair at the beginning of the closing plenary</li></ul>	Exclusive	£1,000	£1,200

\*prices exclude VAT

# OTHER SOCIAL EVENTS

## Join in the social events

We would also like to invite you to take part in our social events at CEAC – giving you a great way of engaging with delegates in a relaxed setting.

If you are a conference delegate, there is no cost to attend these events.

But if you would like to have more representatives from your company joining us for these social occasions, their individuals costs are:

Social event	Total cost
TUESDAY WELCOME RECEPTION	£75pp
THURSDAY GALA DINNER & AWARDS	£99pp

# BOOKING YOUR ITEMS

Interested? Get in touch with [Cristina Marochi](#) to book your slots.

**BOOK NOW**

## QUESTIONS?

If you have questions or would like to discuss your options, please get in touch, we would be pleased to discuss a package that suits your needs!

### **Cristina Marochi**

Senior Manager, Business Development

[cmarochi@case.org](mailto:cmarochi@case.org)

+44 (0) 20 7448 9953

### **If you are interested in becoming a CASE Educational Partner**

Get in touch to find out how to become a member and what benefits are included.

### **Christina Powis**

[cpowis@case.org](mailto:cpowis@case.org)

+44 (0) 20 7448 9944

# EXTRAS

## EXHIBITION STAND SPECIFICATIONS

### **Shell scheme – specification for exhibitors**

Formula Shell Scheme is robust and well constructed, however, by its very nature an exhibition stand is a temporary structure and should always be regarded in this light.

We therefore offer the following information and guidelines to exhibitors in order to minimise misuse and obtain the maximum benefits from exhibiting your products in a Shell Scheme structure.

## MATERIALS

### **Wall/partitioning panels and fascia panels**

Formula panels are manufactured with a 50mm timber frame and internal supports. The frame is clad on both sides with Class 1 Fire Rated 4mm plywood and is therefore generally hollow inside. The wall panels are then covered both sides with light grey Fire Retardant nylon loop material, using water based PVA glue. Facias are covered both sides in Blue Fire Retardant 'Fronrunner' material. Both are Velcro compatible.

### **Fixing brackets/support poles**

All brackets used to construct the Shell Scheme are made from mild steel. Facia fixing brackets are covered in Blue Fronrunner fabric to match the facias, as are the facia support poles (25mm diameter flocoat tubing).

# DIMENSIONS

Formula stock panels for walling and partitioning are either 1000mm or 500mm wide x 2440mm high. Occasionally if ceiling height dictates we have some stock panels at 2200mm or 2000mm high. Formula fascia panels are 300mm deep and vary in length from 1000mm to a maximum 5000mm in 500mm increments.

# CONSTRUCTION

Walling and partitioning panels are joined together with a metal bracket or 'shoe' which slots under the bottom joint and another over the top joint – this one is fixed in place through pre drilled holes. This produces a flush surface – no framework, no extrusions, gaps or overlays.

Formula panels can be used to construct stores/offices within your stand utilising our door panels. At extra cost we can re-cover your stand walls in a colour of choice.

Facias are joined to the panels using brackets, which are securely fixed to the panel first. There are also fascia brackets which (a) join two facias in a span with a support pole where a span over 5000mm is required (b) join two facias at right angles on a corner with a support pole. Corners will be braced if necessary.

## Fixing And Exhibiting

Nylon loop covered panels are suitable for displaying posters, foamex graphics panels, lightweight framed pictures, Perspex leaflet holders, drapes, cartons and lightweight merchandise using 'hook 'Velcro dots or tape.

Medium weight (max.2kg) light boxes or framed pictures can be hung on light chains secured into the top of the panel frame.

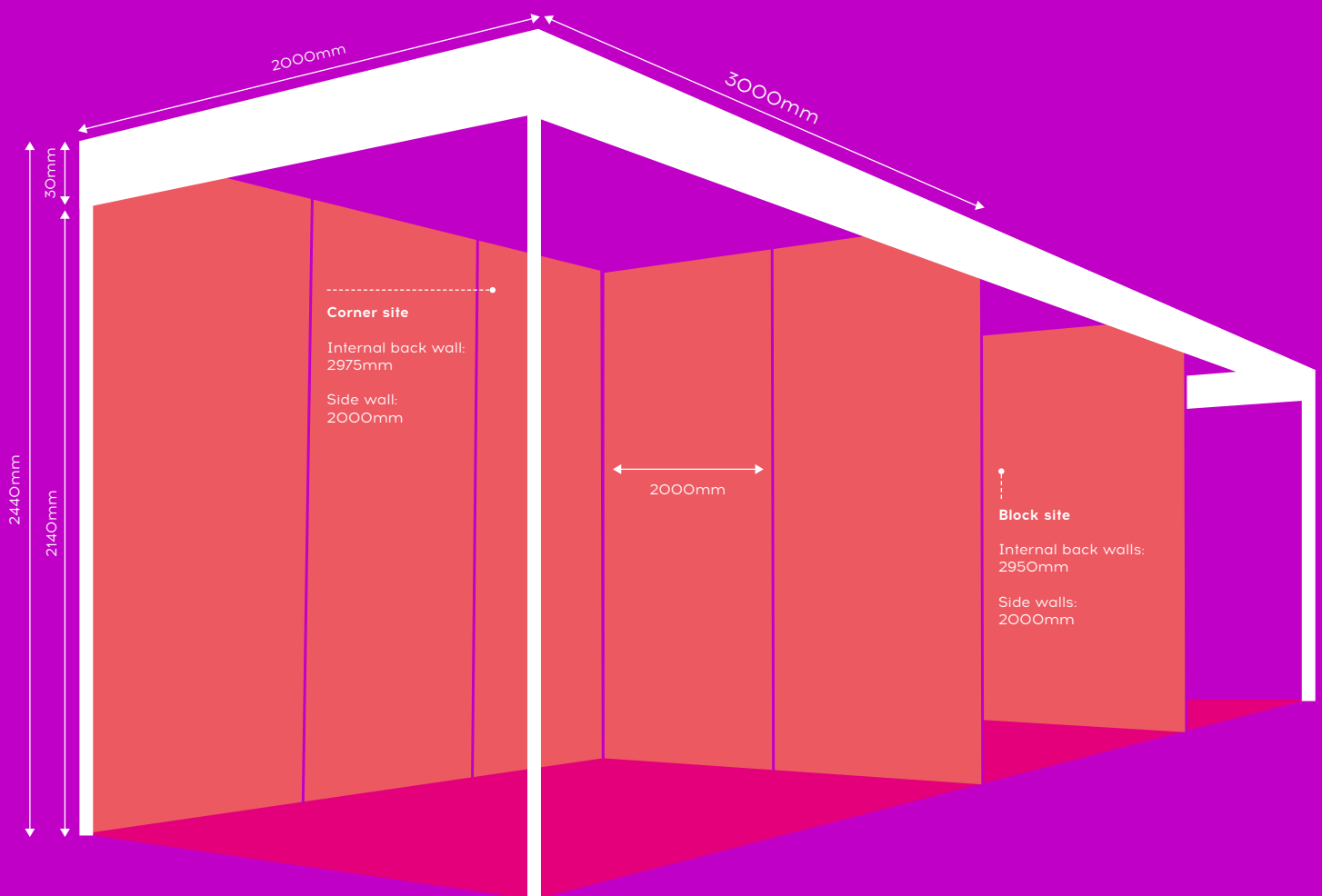
Lighting and hanging items required central to the stand must be fixed to battens as there is no ceiling grid – see order form.

Screws and nails must NOT be used into the face of the panels as they ruin the fabric finish and will not be effective because the panel face is only 4mm thick.

Heavy exhibits, sheet materials, stepladders and other heavy display equipment or stand interiors must NOT be fixed to or leaned against the Shell Scheme walls. REMEMBER this is a temporary structure not a permanent wall.

If producing full cover graphics panels to shell scheme walls please be aware that the back wall dimensions may be slightly less than the stand size due to side wall panel thickness- please call for advice on this. We can produce graphics for you from your artwork, fixed, ready for your arrival on site.

### Basic shell scheme 3 metre x 2 metre stands



## **Session showcase format**

Please send information about the session showcase(s) by 22 July in the following format:

Session title:

Please inform in which track it would be better allocated -  
AR / FR / SCH / ST / MCR

Session description:  
(max 150 words)

Author name(s):

Author bio(s): (max 100 words)

Author photo(s): (size - no bigger than 1MB)