

PERSONALISED STANDS LAUNCHED FOR OPTRAFAIR EXHIBITORS

Optrafair's shell scheme stand options at next April's NEC show have been stepped up following the trend for cost-effective solutions to exhibiting at all trade shows. The new Optrafair options also bring the opportunity of high quality personalised company graphic panels printed onto the scheme.

Explained Jenny Chalmers, Optrafair Sales Manager –

“We want to help companies make the most of the show without necessarily incurring the cost of building their own stand. Last year we found that there was a greater demand for shell schemes than ever before, reflecting the trend of other trade shows. We have linked up with our longstanding NEC partner, Melville, to bring a choice of shell schemes, all of which can be personalised.”

Available in three price ranges, the options can be made to any size -

Bronze: The same as the Optrafair 2007 shell scheme, priced at £164 sq m, which includes flooring, walling and a name board. The smallest stand available is 3 x 2 sq m, which means it is possible to exhibit for less than £1,000.

Silver: The enhanced shell scheme at £185 sq m also includes an electrical supply allowance.

Gold: This premium scheme, as pictures, brings a superior stand but at a more affordable price than having a custom-made solution. Priced at £241 sq m, it includes a generous furniture allowance that can be put towards not just tables and chairs, but also display cabinets and racking. It also includes an allowance for electrical supplies.

The high quality personalised graphic panels start from £230 per panel and need to be ordered eight weeks before the show.

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