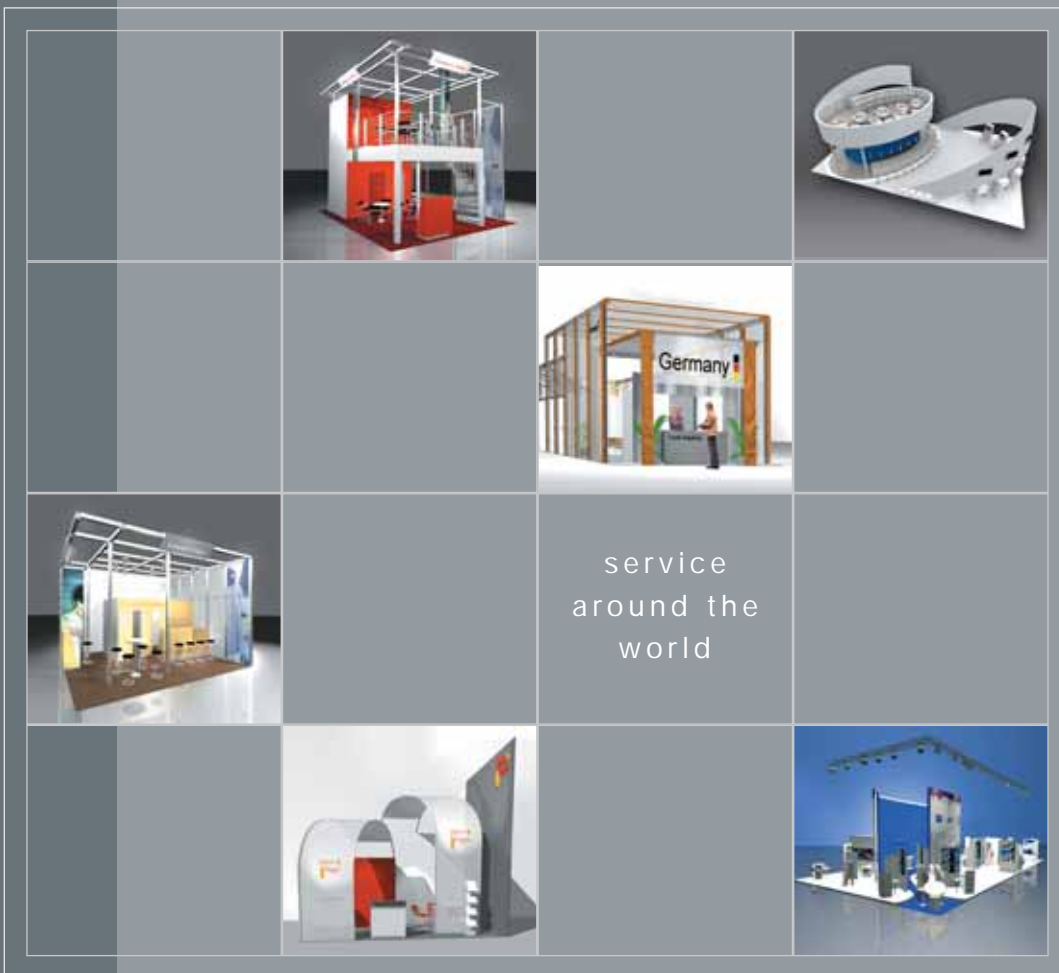




fairs  
around the  
world

# stand design & construction & services

unlimited solutions





# IMAG - experience at trade fair venues around the world

## IMAG – A TEAM OF SPECIALISTS


We turn visions into reality – imaginatively, professionally and with your targets in mind. Our team of architects, designers, project managers, stand builders and advertising experts provide a first-class service in the design and realisation of trade-fair presentations. We have the right blend of experience, expertise and know-how.

IMAG – International Exhibition and Fair Service – is Germany’s most experienced company involved in exhibitions and trade fairs abroad and a one-stop service provider for exhibitors. We also organise our own events and trade fair participations around the world.

Each year IMAG organises around 60 trade events and trade fair presentations worldwide. We are familiar with the markets, exhibition venues and local conditions, and are quick, flexible and competent in all we do. We provide the services you need at all trade fair centres worldwide.

We offer our customers a comprehensive package of services, and if requested, we also take on the management of all aspects connected with a successful trade fair participation – including budget control.

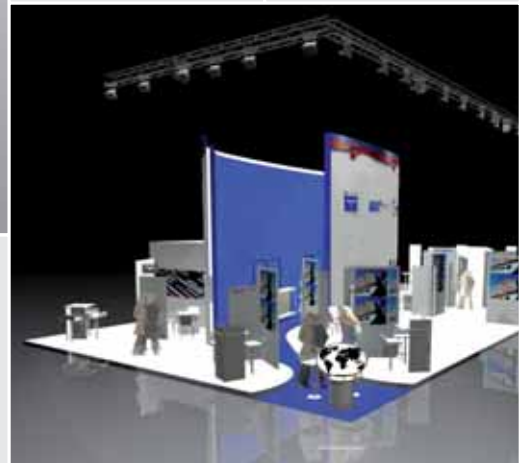
Your benefit: All services are provided by a single source – fast, reliable and cost-effective.

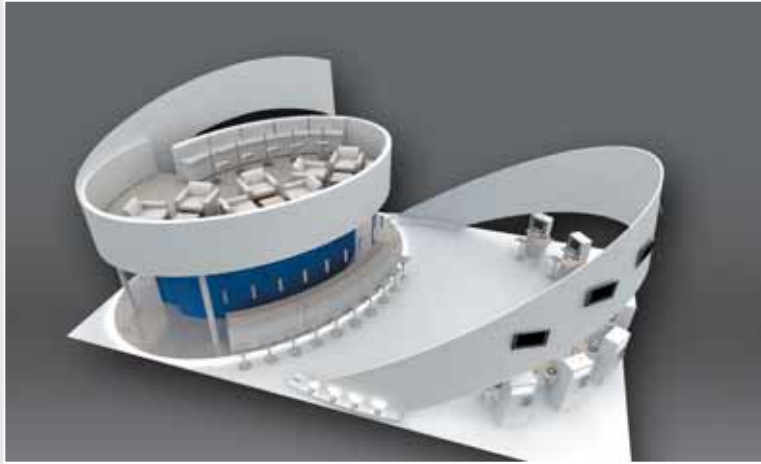
<p>individual stand design &amp; group participations</p> <p>4 - 6</p>				
	<p>stand packages</p>			<ul style="list-style-type: none"> <li>01 basic ..... 7</li> <li>02 trend ..... 8</li> <li>03 success ..... 9</li> <li>04 peak ..... 10</li> <li>05 deluxe ..... 11</li> <li>06 communication ..... 12</li> <li>07 prestige ..... 13</li> <li>08 prestige 2-storey ..... 14</li> <li>09 outdoor ..... 15</li> <li>10 progress ..... 16</li> <li>11 showcase ..... 17</li> </ul>
				
<p>services &amp; technical management</p> <p>18</p>				

# individual stand design

We offer unlimited solutions and full services

Conception, design and planning, construction, budget control, site supervision and management of your stand.





We operate at all the major exhibition venues around the world, besides Germany, e.g.:

- Algiers ■ Bangkok ■ Beijing ■ Calcutta ■ Detroit ■ Dubai ■ Hanoi ■ Istanbul
- Milan ■ Moscow ■ Mumbai ■ New Delhi ■ Oslo ■ São Paulo ■ Seoul ■ Shanghai
- Singapore ■ Tehran

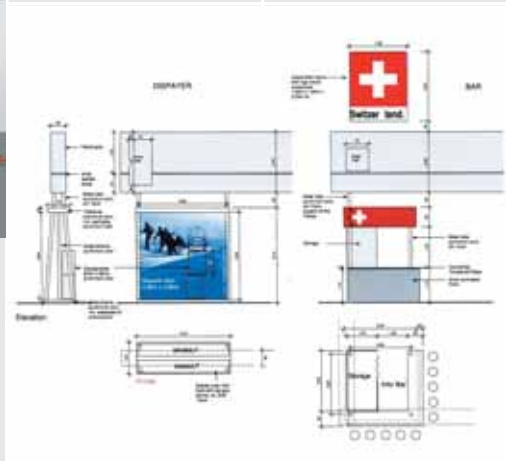
### Your marketing aims – the basis of your company image at international fairs for the global markets.

Our architects plan, design, construct, supervise and co-ordinate your project.

- Convincing presentation of your company on the basis of your marketing concept
- Planning and realisation to your specifications
- Turnkey stand ready for immediate use
- Use of tried-and-tested stand construction systems as well as custom-made solutions
- Budget control

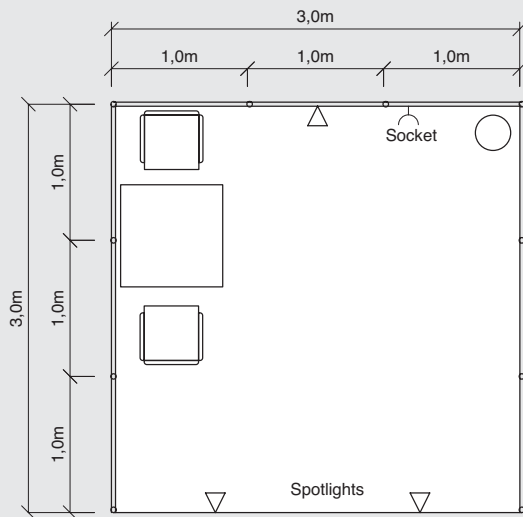
# group participations

We design, construct and organize your group participation or pavilion around the world



# 01 basic

The **basic** shell scheme stand is an ideal start-up package and low-cost solution.



Max. stand height 2.50 m	≥ 9 m <sup>2</sup>	≥ 12 m <sup>2</sup>	≥ 18 m <sup>2</sup>	≥ 24 m <sup>2</sup>	≥ 30 m <sup>2</sup>
Carpet, grey (other colours on request)	✓	✓	✓	✓	✓
Wall panels, white, 1,0 x 2,5 m ht	✓	✓	✓	✓	✓
<b>Complimentary furniture:</b>					
Square table	1	1	2	2	2
Grey leather chair	2	3	4	6	8
Waste paper basket	1	1	2	2	2
100 W spotlight	3	4	6	8	10
13A/220 V 500 W socket	1	1	2	2	3
Fascia (white), 0.30 m ht; Lettering & booth no. (black)	✓	✓	✓	✓	✓

For stands larger than 30 sqm please contact the IMAG Stand Design, Construction & Services.

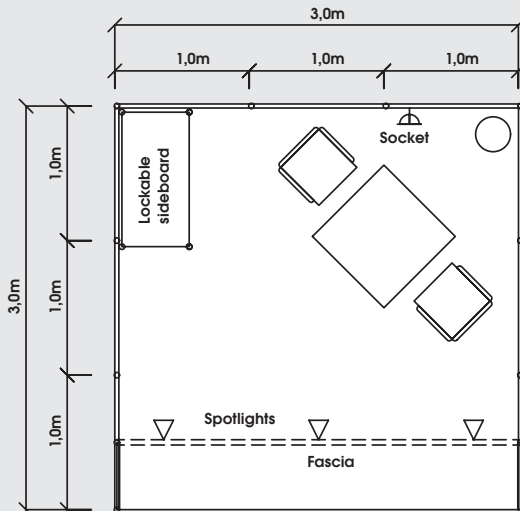
The **trend** shell scheme stand is a modern, economical solution.



# 02 trend

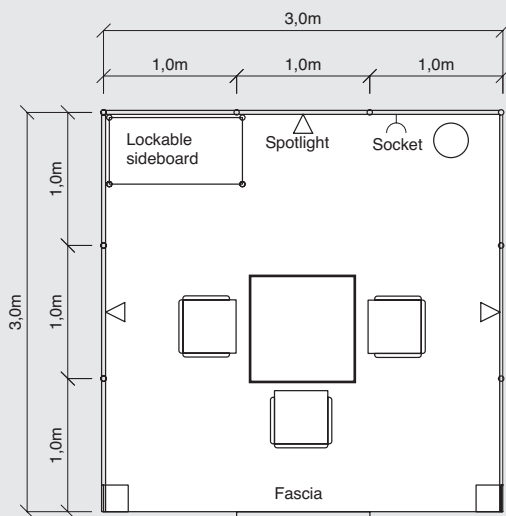
Max. stand height 3.50 m	≥9 m <sup>2</sup>	≥12 m <sup>2</sup>	≥18 m <sup>2</sup>	≥24 m <sup>2</sup>	≥30 m <sup>2</sup>
Carpet, grey (other colours on request)	✓	✓	✓	✓	✓
Wall panels, white, 1,0 x 2,5 m ht	✓	✓	✓	✓	✓
Design element red (blue or yellow on request), 3,5 m ht	✓	✓	✓	✓	✓
<b>Complimentary furniture:</b>					
Square table	1	1	2	2	2
Grey leather chair	2	4	6	8	8
Lockable cupboard	1	1	2	2	3
Waste paper basket	1	1	2	2	2
100 W spotlight	3	4	6	8	10
13A/220 V 500 W socket	1	1	2	2	3
Fascia (yellow), 0.35 m ht; Lettering & booth no. (black)	✓	✓	✓	✓	✓
Logo	✓	✓	✓	✓	✓

For stands larger than 30 sqm please contact the IMAG Stand Design, Construction & Services.



# Success

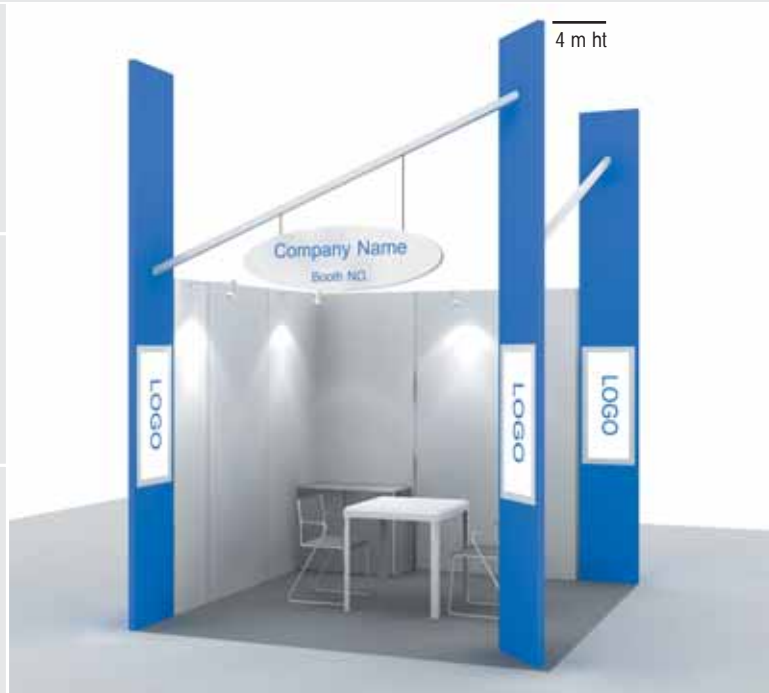
The **success** stand system – a high-quality presentation space with an open, welcoming structure.



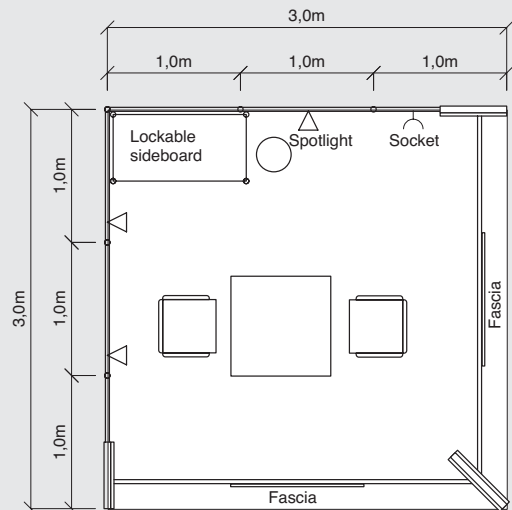
Max. stand height 4.0 m	≥ 9 m <sup>2</sup>	≥ 12 m <sup>2</sup>	≥ 18 m <sup>2</sup>	≥ 24 m <sup>2</sup>	≥ 30 m <sup>2</sup>	≥ 36 m <sup>2</sup>
Carpet, grey (other colours on request)	✓	✓	✓	✓	✓	✓
Wall panels, light grey, 32 mm thick, 2.5 m ht	✓	✓	✓	✓	✓	✓
Steel structure, 3.0 m ht	✓	✓	✓	✓	✓	✓
Square columns 4.0 m (row stand)	2	2	2	3	3	3
<b>Complimentary furniture:</b>						
Square table	1	1	2	2	2	3
Grey leather chair	3	4	6	8	8	10
Lockable sideboard	1	1	2	2	3	3
Waste paper basket	1	1	2	2	2	2
100 W spotlight	3	4	6	8	10	12
13A/220 V 500 W socket	1	1	2	2	3	3
Fascia (grey), 0,30 m ht; Lettering & booth no. (red)	✓	✓	✓	✓	✓	✓
Logo	✓	✓	✓	✓	✓	✓

For stands larger than 36 sqm please contact the IMAG Stand Design, Construction & Services.

The **peak** stand –  
an unconventional solution with  
illuminated logo for maximum  
visibility from a distance.



# 04 peak

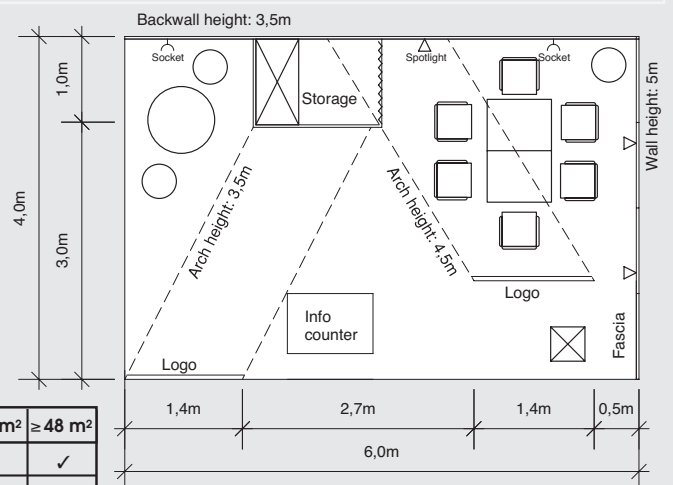


Max. stand height 4.0 m	≥ 9 m <sup>2</sup>	≥ 12 m <sup>2</sup>	≥ 18 m <sup>2</sup>	≥ 24 m <sup>2</sup>	≥ 30 m <sup>2</sup>	≥ 36 m <sup>2</sup>
Carpet, grey (other colours on request)	✓	✓	✓	✓	✓	✓
Wall panels, light grey, 32 mm thick, 2.5 m ht	✓	✓	✓	✓	✓	✓
Design element blue, 4 m ht, with logo lightbox	✓	✓	✓	✓	✓	✓
<b>Complimentary furniture:</b>						
Square table	1	1	2	2	2	3
Grey leather chair	2	4	6	8	8	8
Lockable sideboard	1	1	2	2	2	3
Waste paper basket	1	1	2	2	2	2
100 W spotlight	3	4	6	8	10	12
13A/220 V 500 W socket	1	1	2	2	3	3
Fascia 1.5 m x 0.6 m ht						
Lettering & booth no. (blue)	✓	✓	✓	✓	✓	✓
Logo	✓	✓	✓	✓	✓	✓

For stands larger than 54 sqm please contact the IMAG Stand Design, Construction & Services.

# 05 deluxe

The **deluxe** stand – an eye-catching solution with innovative design elements and arches for a professional presentation.



Max. stand height 5.0 m	≥ 24 m <sup>2</sup>	≥ 30 m <sup>2</sup>	≥ 36 m <sup>2</sup>	≥ 42 m <sup>2</sup>	≥ 48 m <sup>2</sup>
Carpet, grey (other colours on request)	✓	✓	✓	✓	✓
Wall panels height: 5.0 m (grey) 3.5 m (white) and 2.5 m (red)	✓	✓	✓	✓	✓
Design arch (cloth), height: 3.5 m and 4.5 m	2	2	2	2	3
<b>Complimentary furniture:</b>					
Square table	2	2	2	3	4
Storage	1,5	2	2	3	3
Grey leather chair	6	6	8	9	12
Shelf rack (5 layers)	1	2	2	3	3
Bistro table	1	2	2	3	3
Bar stool	2	4	4	6	6
Information counter	1	1	2	2	3
Brochure stand	1	2	2	3	3
Waste paper basket	1	2	2	3	3
100 W spotlight	8	10	12	14	16
13A/220 V 500 W socket	2	3	3	4	4
Company name & booth no. (black)	✓	✓	✓	✓	✓
Logo on design arch	✓	✓	✓	✓	✓

For stands larger than 48 sqm please contact the IMAG Stand Design, Construction & Services.

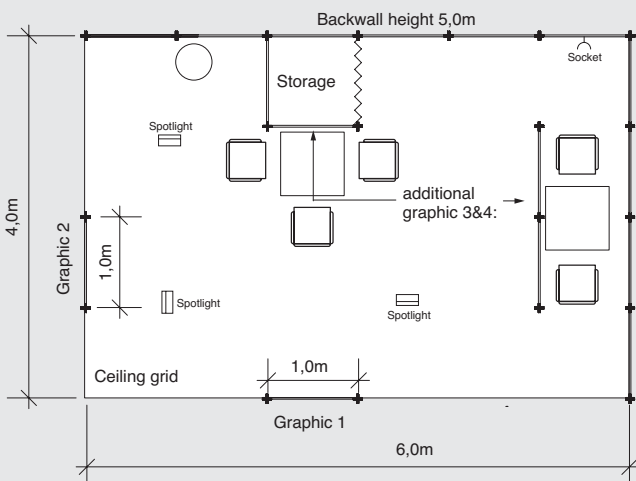
The **communication** stand – a stylish design with high visibility.



# communication

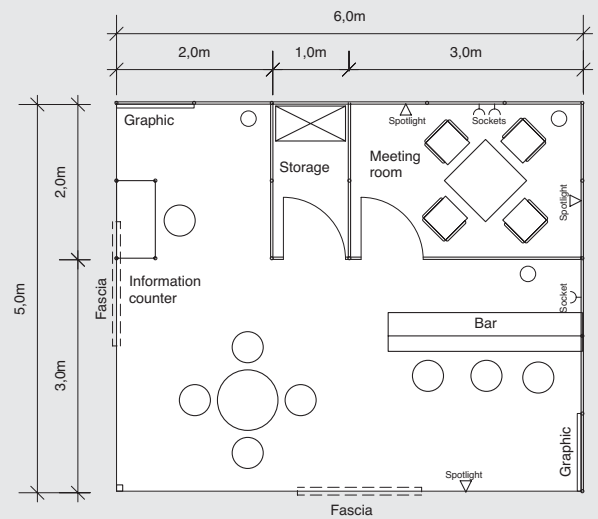
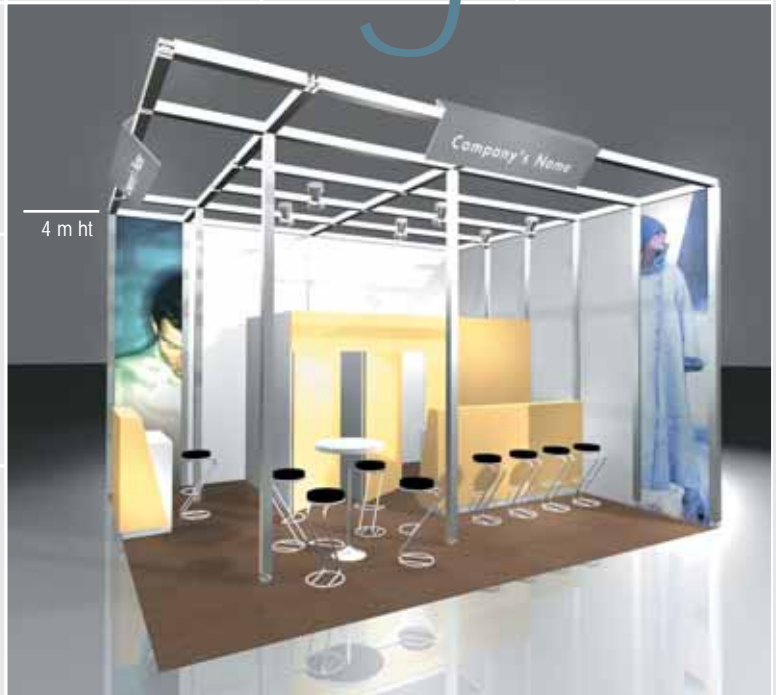
Max. stand height 5.0 m	≥ 18 m <sup>2</sup>	≥ 24 m <sup>2</sup>	≥ 30 m <sup>2</sup>	≥ 36 m <sup>2</sup>	≥ 42 m <sup>2</sup>	≥ 48 m <sup>2</sup>
Carpet grey (other colours on request)	✓	✓	✓	✓	✓	✓
Wall panels, white, 2.0 x 2.5 m ht	✓	✓	✓	✓	✓	✓
Ceiling grid	✓	✓	✓	✓	✓	✓
Graphic banner, single side - design excl.; production incl.	2	2	2	2	3	4
System made storage (sqm)	1 m <sup>2</sup>	1 m <sup>2</sup>	3 m <sup>2</sup>	4 m <sup>2</sup>	4 m <sup>2</sup>	6 m <sup>2</sup>
Folding door	1	1	1	1	1	1
<b>Complimentary furniture:</b>						
Square table	1	2	2	2	3	3
Grey leather chair	3	5	6	8	12	12
Waste paper basket	1	1	2	2	3	3
100 W HQI	3	3	4	5	6	7
13A/220 V 500 W socket	1	1	2	2	3	3

For stands larger than 48 sqm please contact the IMAG Stand Design, Construction & Services.



# 07 prestige

The **prestige** stand combines exclusive design with an open and light construction.



Max. stand height 4.0 m	≥ 24 m <sup>2</sup>	≥ 30 m <sup>2</sup>	≥ 36 m <sup>2</sup>	≥ 42 m <sup>2</sup>	≥ 48 m <sup>2</sup>	≥ 54 m <sup>2</sup>
Carpet grey (other colours on request)	✓	✓	✓	✓	✓	✓
Wall panels height: 4.0 m and 2.5 m	✓	✓	✓	✓	✓	✓
Digital print, size 1x 4 m ht - design excl. production incl.	2	2	2	2	2	2
<b>Complimentary furniture:</b>						
Storage & meeting room (sqm)	6	8	8	8	10	10
Square table	1	1	1	1	1	2
Grey leather chair	4	4	4	6	6	8
Bistro table	1	1	1	1	1	1
Bar counter	1	1	1	1	1	1
Bar stool	6	8	8	8	8	8
Shelf rack	1	1	1	2	2	2
Information counter	1	1	1	1	1	1
Waste paper basket	2	3	4	5	6	7
70 W HQI	5	6	7	8	9	10
100 W spotlight	3	3	4	5	6	7
13A/220 V 500 W socket	2	3	4	5	6	7
Fascia, 0.4 m ht; Lettering & booth no.	✓	✓	✓	✓	✓	✓

For stands larger than 54 sqm please contact the IMAG Stand Design, Construction & Services.

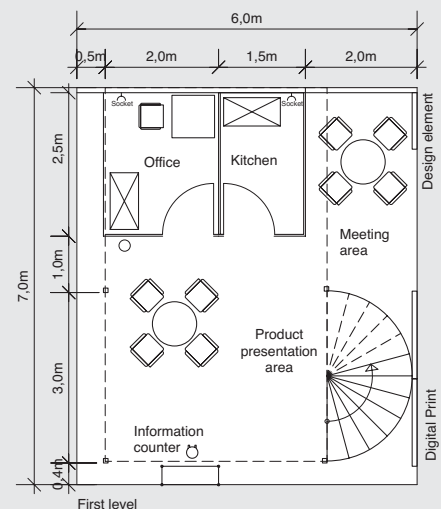
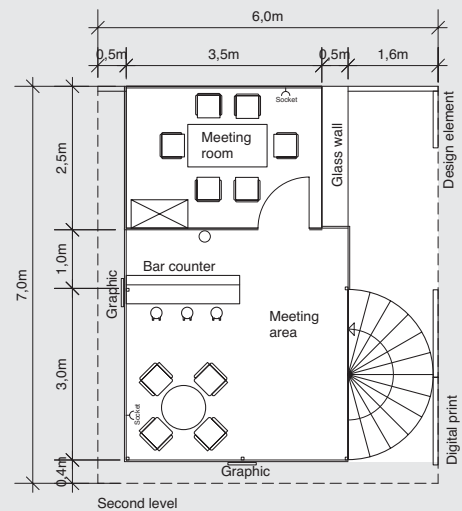
The **prestige 2-storey** stand is a business platform that combines both meeting and presentation space.



# prestige 2-storey

Max. stand height 6.0 m - Upper floor level 3.0 m	≥ 36 m <sup>2</sup>	≥ 42 m <sup>2</sup>	≥ 54 m <sup>2</sup>	≥ 66 m <sup>2</sup>	≥ 72 m <sup>2</sup>
Carpet grey (other colours on request)	✓	✓	✓	✓	✓
Wall panels, 32 mm thick, 2.5 m ht, staircase, railing	✓	✓	✓	✓	✓
Graphic Banner size 0,70 x 3,20 m	2	2	2	2	3
Digital print size 1,5 x 5 m ht design excl., production incl.	1	1	1	1	2
<b>Complimentary furniture:</b>					
Meeting, office & kitchen	✓	✓	✓	✓	✓
Square table	1	1	1	1	2
Rectangular table	1	1	1	2	2
Grey leather chair	12	18	18	20	22
Round table	2	3	3	3	4
Office chair	1	1	1	1	2
Bar counter	1	1	1	1	2
Bar stool	3	4	4	4	6
Lockable cupboard	2	2	3	4	4
Kitchen cupboard	1	1	1	1	1
Information counter	1	1	1	1	2
Waste paper basket	2	2	3	3	4
70 W HQI	6	6	7	8	9
100 W HQI	8	8	9	10	11
13A/220 V 500 W socket	4	4	5	6	7
Fascia, 0,4 m ht; Lettering & booth no.	✓	✓	✓	✓	✓

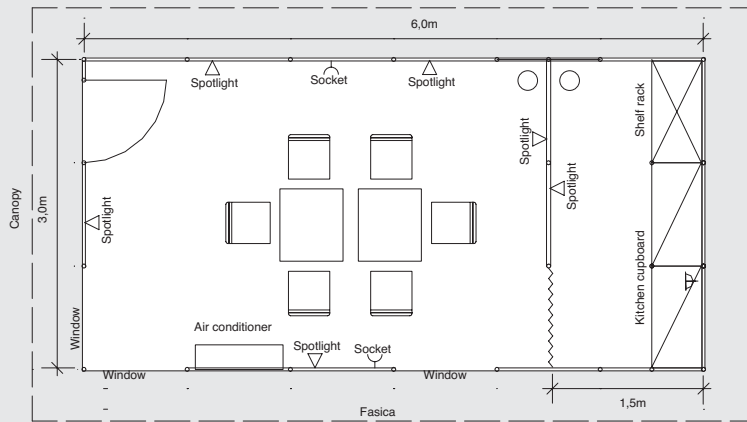
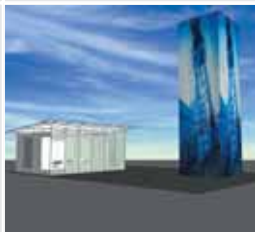
For stands larger than 72 sqm please contact the IMAG Stand Design, Construction & Services.



# Outdoor

The **outdoor** shell scheme stand is a turnkey solution for open-air presentations.

6- or 9-m high Logotower available upon request



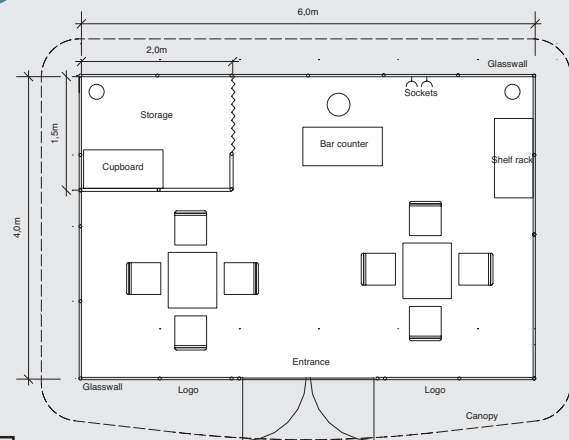
Max. stand height 3.0 m	≥ 18 m <sup>2</sup>	≥ 21 m <sup>2</sup>	≥ 24 m <sup>2</sup>	≥ 27 m <sup>2</sup>	≥ 30 m <sup>2</sup>	≥ 36 m <sup>2</sup>
Platform with carpet, grey (other colours on request)	✓	✓	✓	✓	✓	✓
Ceiling grid and roof	✓	✓	✓	✓	✓	✓
Storage with lockable door	✓	✓	✓	✓	✓	✓
Wall panels, light grey, 1 x 2.5 (ht) m	✓	✓	✓	✓	✓	✓
Window wall panels, 1x 2.5 (ht) m	3	3	4	4	4	5
<b>Complimentary furniture:</b>						
Square table	2	2	2	2	3	3
Grey leather chair	6	6	8	8	9	10
Shelf rack	1	1	1	1	1	2
Kitchen cupboard	2	2	2	2	2	2
Waste paper basket	2	2	2	2	2	3
100 W track spotlight	6	6	8	8	10	12
13A/220 V 500 W socket	2	2	3	4	4	4
Air conditioner	1	1	1	1	1	1
Fascia (grey), 2 x 0.5 m ht Lettering & booth no. (red)	✓	✓	✓	✓	✓	✓

For stands larger than 36 sqm please contact the IMAG Stand Design, Construction & Services.

The **progress** shell scheme stand is a turnkey solution for indoors and outdoors.



# 10 progress

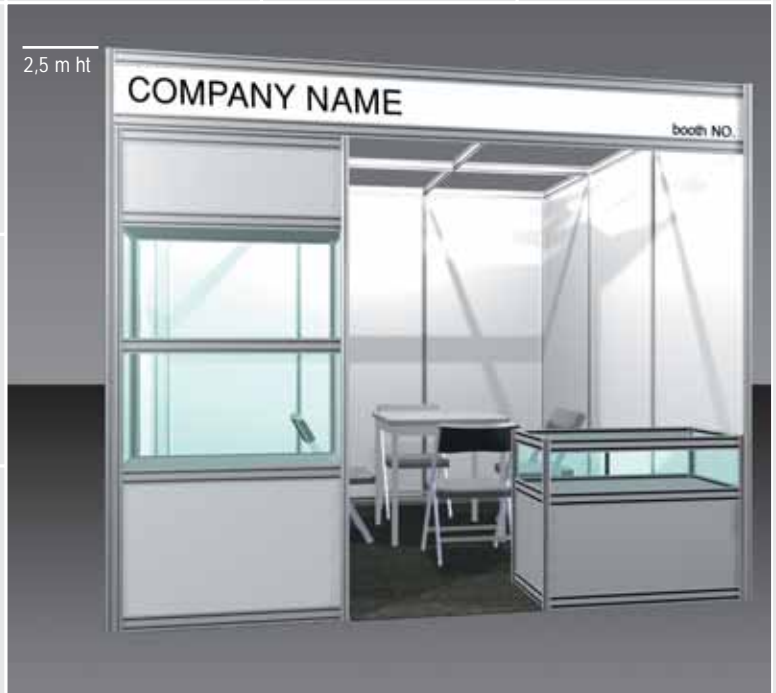


Max. stand height 3.5 m	≥ 18 m <sup>2</sup>	≥ 24 m <sup>2</sup>	≥ 30 m <sup>2</sup>	≥ 36 m <sup>2</sup>	≥ 42 m <sup>2</sup>
Platform with carpet, grey (other colours on request)	✓	✓	✓	✓	✓
Wallpanels 3 m ht, glass	✓	✓	✓	✓	✓
Ceiling grid and roof	✓	✓	✓	✓	✓
Storage with folding door (sqm)	2	3	3	4	4
<b>Complimentary furniture:</b>					
Square table	2	2	3	3	4
Grey leather chair	6	8	10	12	12
Shelf rack	1	1	1	1	2
Kitchen cupboard	1	1	1	1	1
Waste paper basket	1	2	2	3	3
Bar counter	1	1	1	1	1
Bar stool	1	1	1	1	2
70 W HQI lamp	6	9	12	15	18
13A / 220 V, 500 W socket	2	2	3	4	4
Fascia (white) 2 m x 0.5 m ht Lettering & booth no. (blue)	✓	✓	✓	✓	✓
Logo	2	2	2	2	2

For stands larger than 42 sqm please contact the IMAG Stand Design, Construction & Services.

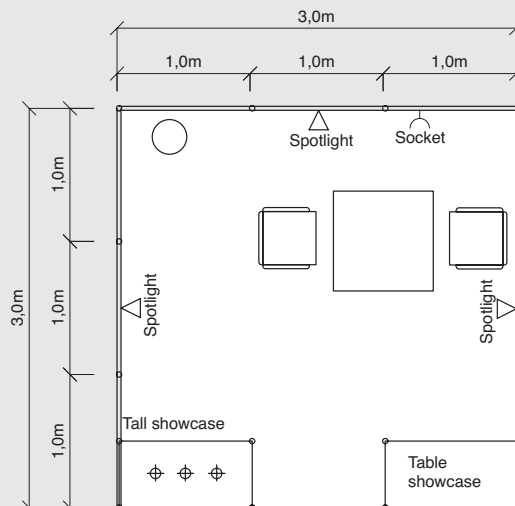
# showcase

The **showcase** –  
an excellent solution providing  
space for presenting small items  
and holding meetings.



Max. stand height 2.5 m	≥ 9 m <sup>2</sup>	≥ 12 m <sup>2</sup>	≥ 18 m <sup>2</sup>	≥ 24 m <sup>2</sup>	≥ 30 m <sup>2</sup>	≥ 36 m <sup>2</sup>
Carpet, grey (other colours on request)	✓	✓	✓	✓	✓	✓
Wall panels, white, 2.5 m ht	✓	✓	✓	✓	✓	✓
Open ceiling grid	✓	✓	✓	✓	✓	✓
<b>Complimentary furniture:</b>						
Square table	1	2	2	2	3	4
Leather chairs (black)	2	4	6	8	10	12
Tall showcase incl. built in halogen spots	1	2	2	3	4	6
Table showcase	1	1	1	2	2	2
Waste paper basket	1	1	1	2	2	2
100 W Track spotlight	3	4	6	8	10	12
13A/220 V 500 W socket	1	1	1	2	2	2
Fascia, (white) 0.3 m ht; Lettering & booth no. (black)	✓	✓	✓	✓	✓	✓

For stands larger than 36 sqm please contact the IMAG Stand Design, Construction & Services.



# Realize your presentation with IMAG

DESIGN, CONSTRUCTION & TECHNICAL MANAGEMENT – OUR WORLDWIDE SERVICE

## TECHNICAL MANAGEMENT

- Convincing presentation of your company
- Co-ordination and management of service partners
- Construction and project management
- On-site project supervision



## DESIGN & ARCHITECTURE

- Development of new individual concepts, realisation of new trends
- Planning according to customer' wishes
- Graphic design

## STAND CONSTRUCTION & SERVICES

- Turnkey stands
- Conventional construction methods and use of time-tested trade fair stand systems
- Reasonably priced, detailed offers
- Additional fittings, video and audio equipment for presentations
- Comprehensive service from a single source



## GLOBAL SERVICE

- A professional service at all exhibition venues around the world

For individual offers and further details and enquiries please contact:  
IMAG - Stand Design, Construction & Services  
standdesign@imag.de – Tel: (+49 89) 949 22-0  
www.imag-standdesign.com





fairs  
around the  
world

IMAG – Internationaler Messe-  
und Ausstellungsdienst GmbH  
Am Messesee 2  
81829 München  
Germany  
Tel. (+49 89) 9 49 22-0  
Fax (+49 89) 9 49 22-350  
standdesign@imag.de  
www.imag-standdesign.com

a subsidiary of

MESSE MÜNCHEN  
INTERNATIONAL



4th Edition / November 2007

For a full listing of IMAG events and lots more, go to: [www.imag.de](http://www.imag.de)