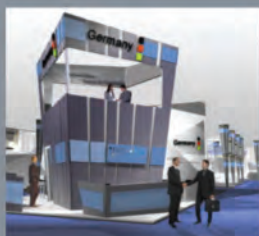


# IMAG stand design construction & services



service  
around the  
world



unlimited  
solutions



# IMAG

## stand design, construction & services

your presentation with IMAG  
at all events and at all venues around the world

### 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 and services

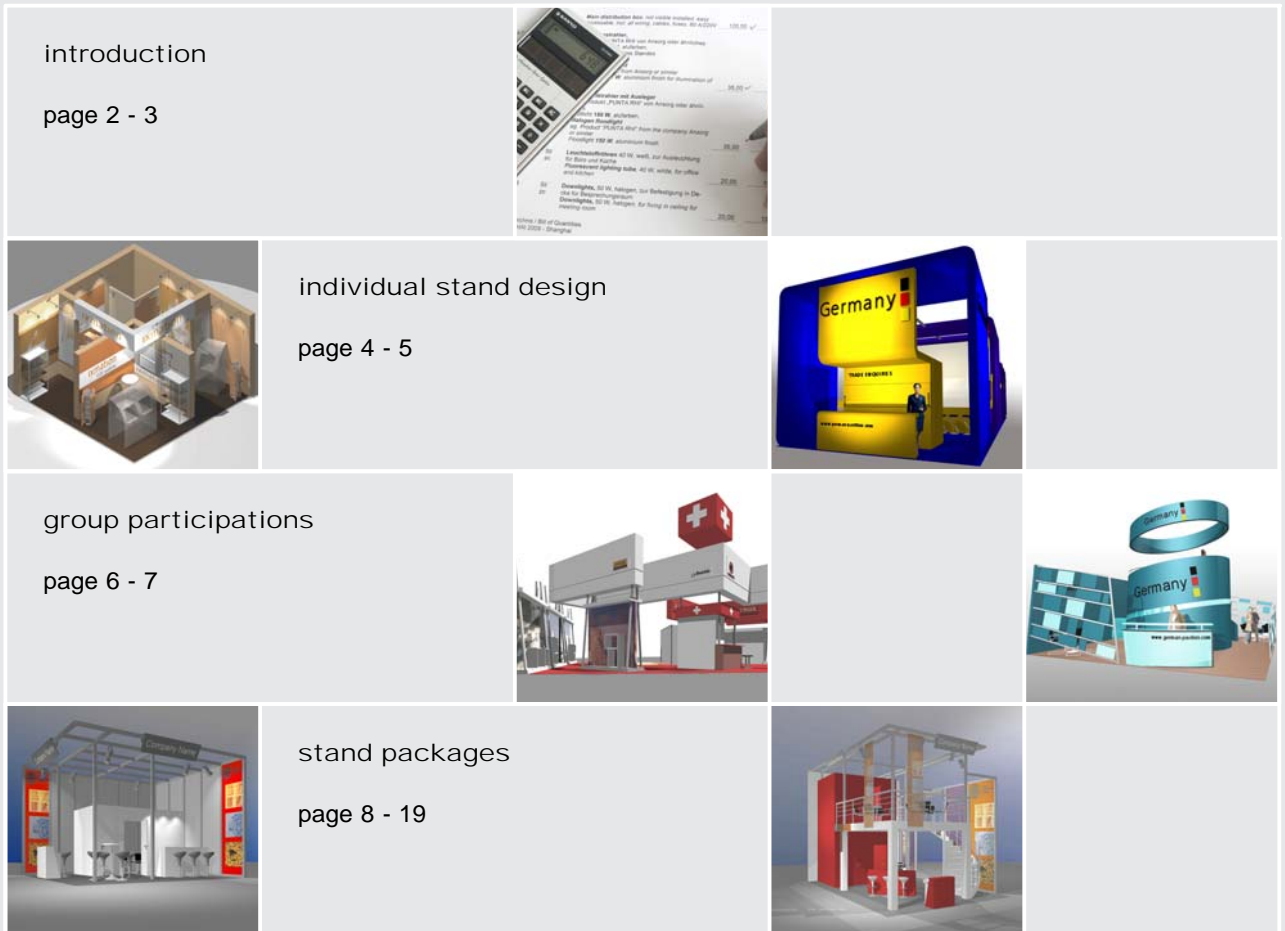
- > Turnkey stands
- > Conventional construction methods and use of time-tested trade fair systems
- > Reasonably priced, detailed offers
- > Additional fittings, video and audio equipment for presentations
- > Comprehensive service from a single source
- > Continuous personal support from start to finish



### IMAG global service

- > A professional service anywhere you go
- > A team of specialists

Contact us for individual offers, further details and enquiries!



### IMAG - Trade fairs around the world

IMAG – Internationaler Messe- und Ausstellungsdienst is the international arm of the Messe München Group. We are Germany’s most experienced operator in the global trade-fair business. Our team of experts organizes and co-organizes trade fairs and exhibition pavilions at leading venues around the world. China, India, Russia, Vietnam, Brazil and the Middle East are the main centres of our operations. We provide attractive marketing platforms in the world’s most dynamic regions, benefiting thousands of international and local businesses in a wide range of industries. In line with the expertise of our parent company, we cater to industries such as construction machinery and equipment, electronic components and production technologies, analytical and laser technologies. In addition, we have also developed our own range of exhibition topics, serving diverse industries in future-oriented markets.

Automotive exhibitions – both for car manufacturers and component suppliers – are the fastest growing portfolio among our activities. Fairs like Auto Shanghai and Auto Expo, New Delhi, have developed into leading A-class shows. In addition, we offer specialized automotive fairs in China, Korea or Russia.

Construction machinery and technology is one of Messe München’s and IMAG’s strongholds. Bauma China in Shanghai is the leading fair in Asia, and CTT Moscow the undisputed number one in Russia. IMAG’s portfolio also covers exhibitions in newly developing and dynamic but more challenging markets – for example in Algeria, Iran, Angola and the UAE.

Environmental technology and renewable energy is the newest focus of our activities. Given the huge potential of this sector, IMAG has started to develop a special portfolio of trade fairs in this area. Enerexpo Vietnam and Wetex Dubai are the latest examples, and more exhibitions are under development.

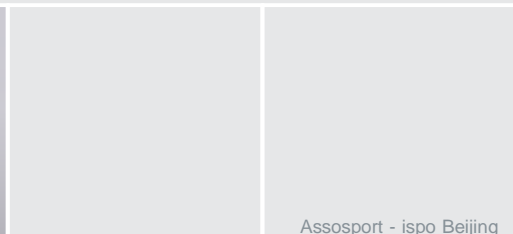
Machine tools and textile machinery are two more core areas for IMAG. CIMT in Beijing, Asia’s leading machine tool exhibition, and Texmac India, are two of the most important fairs of their respective industries. Additional shows are held in Vietnam, Brazil and Argentina.

# IMAG individual stand design

IMAG - unlimited solutions and service around the world



Continental - Auto Shanghai



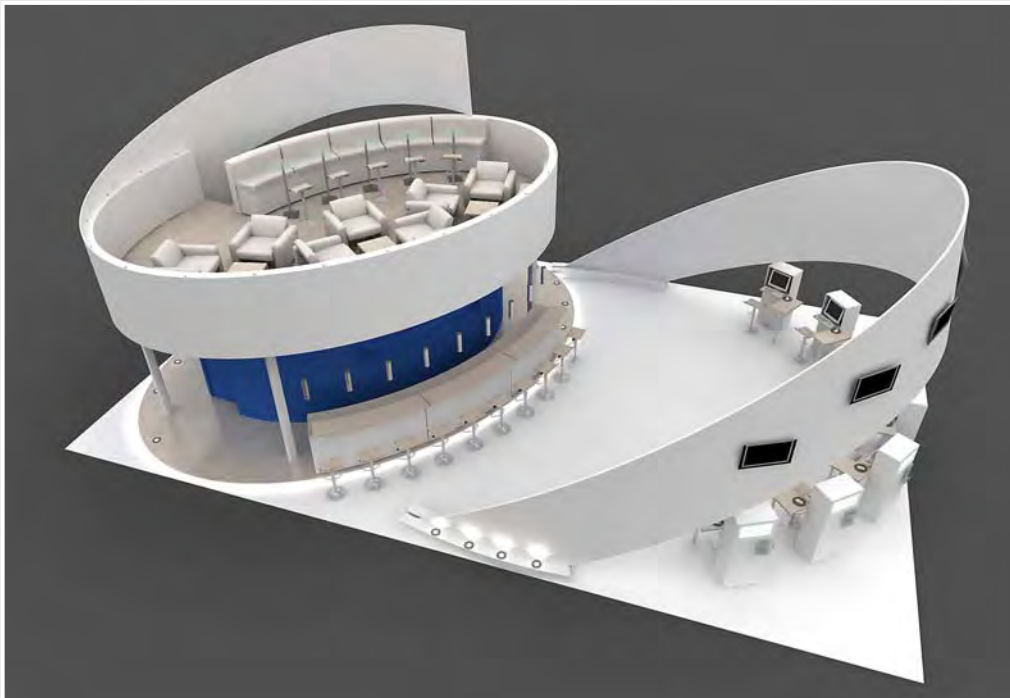
Assosport - ispo Beijing



Schaeffler Group - Auto Shanghai



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Lindauer DORNIER  
ITM Istanbul

Vienna Airport - Transport Logistic  
Munich and Shanghai

Brembo - Auto China  
Beijing



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

Abu Dhabi Algiers Bangalore Bangkok Beijing Buenos Aires Detroit Dubai Hanoi Ho Chi Minh City  
Hong Kong Hyderabad Istanbul Kolkata Kuala Lumpur Milan Moscow Mumbai Nanjing  
New Delhi Novosibirsk Oslo Paris Sao Paulo Seoul Shanghai Singapore Tehran Vienna

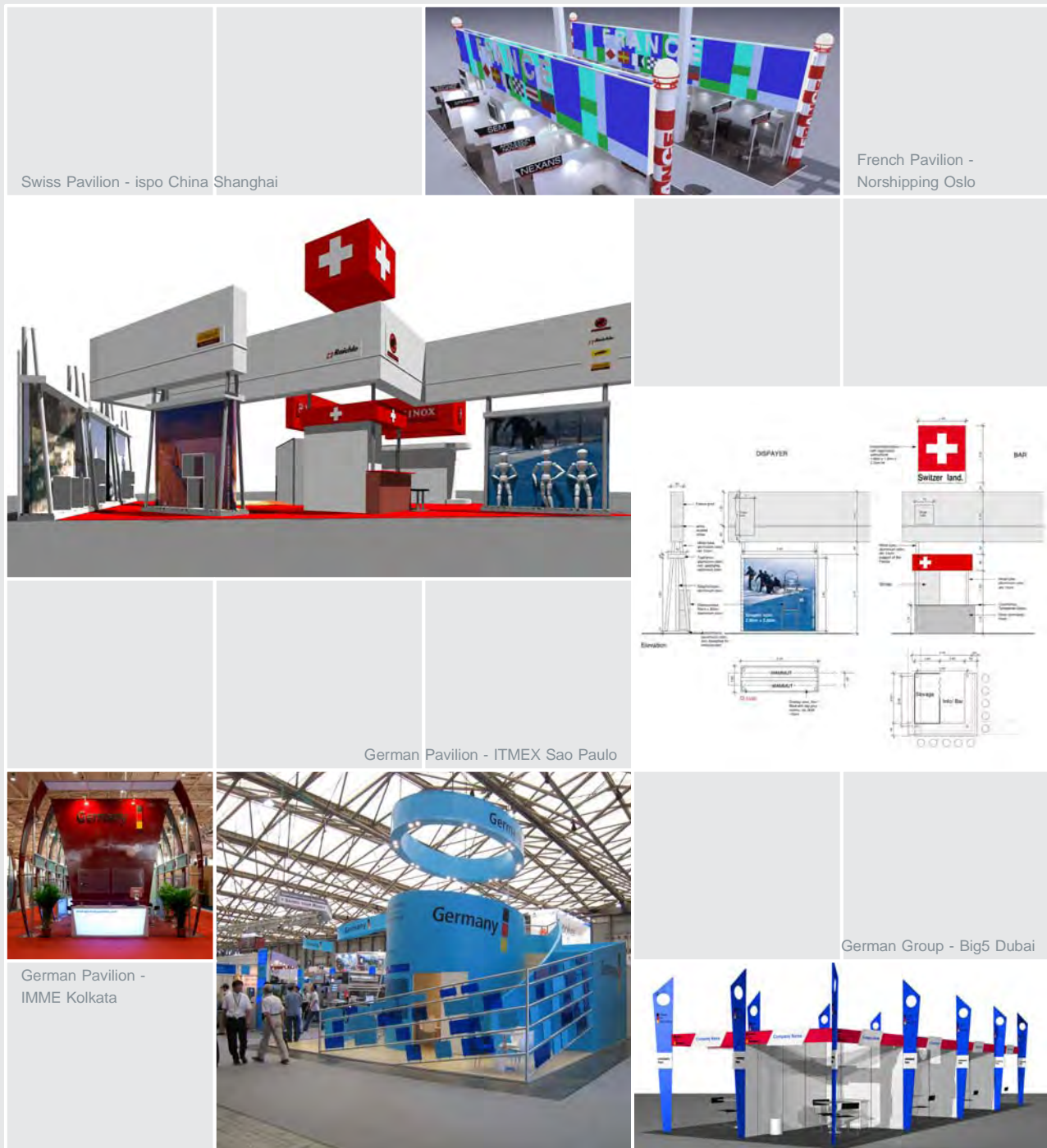
your marketing aims -

the basis of your company image at international fairs for the global markets

- > Our architects plan, design, construct, supervise and co-ordinate your project, incl. budget control
- > Convincing presentation of your company on 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
- > Continuous personal support from start to finish

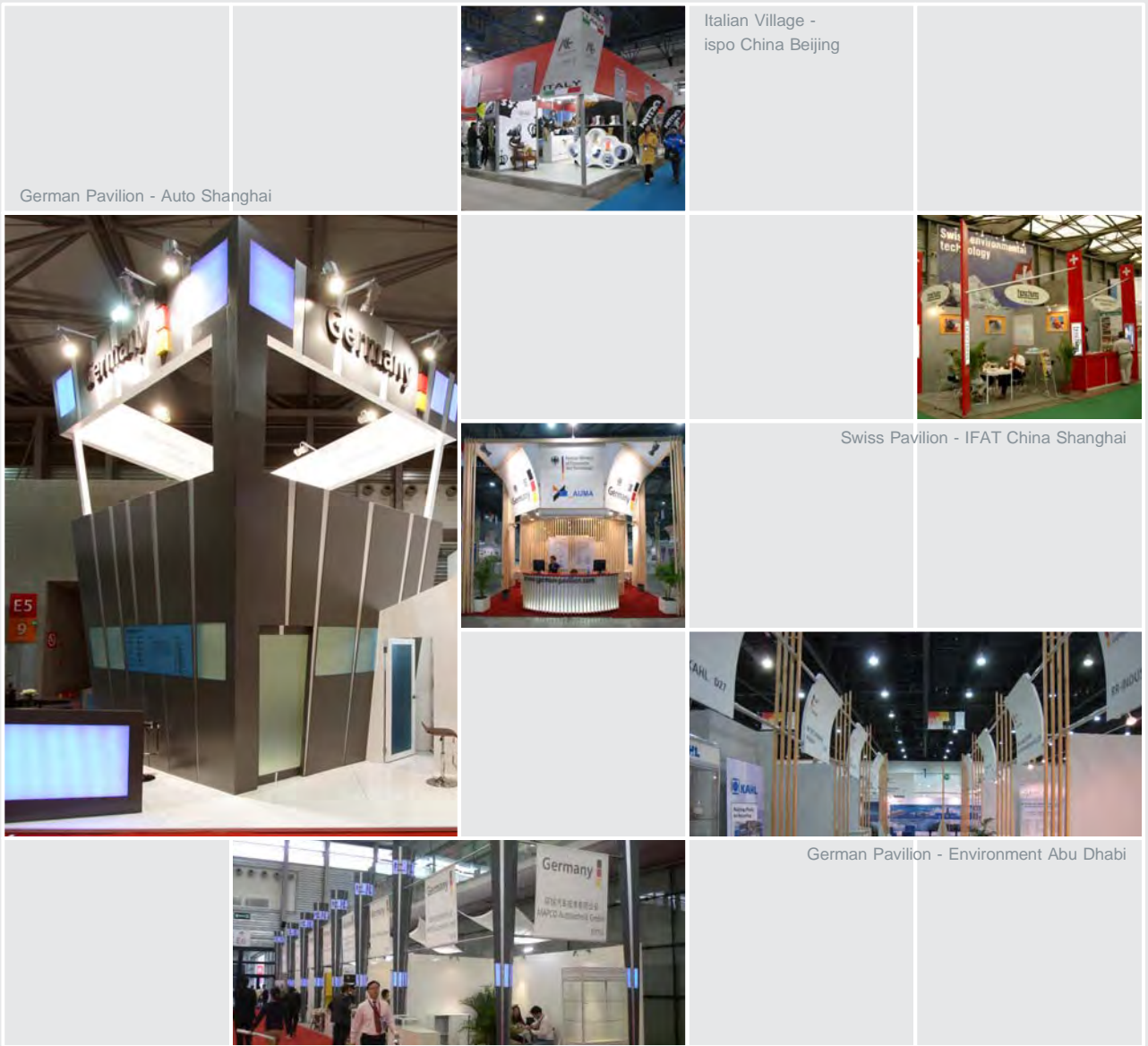
# IMAG group participations

IMAG - designs, constructs and organizes your group participation or national pavilion all around the world



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UK Pavilion  
German Pavilion  
Swiss Pavilion  
French Pavilion  
China Pavilion  
US Pavilion  
Japanese Pavilion  
European Lounge  
Italian Village

# IMAG

## stand packages

IMAG stand packages are your design solution for a cost effective ready to use stand with one-stop service

page 9		page 14	
basic		communication	
page 9		page 15	
showcase		prestige	
page 10		page 16	
trend		prestige 2-storey	
page 11		page 17	
success		outdoor	
page 12		page 18	
peak		progress	
page 13		page 19	
professional		individualize your package	

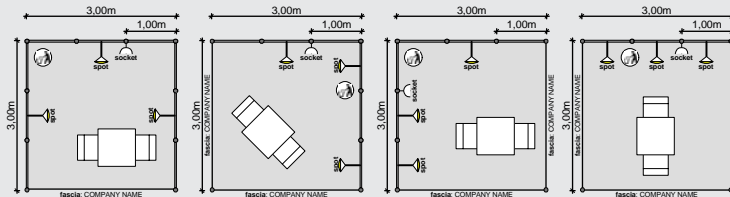
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# IMAG

## stand packages

### basic

The basic -  
an ideal start-up package and  
low cost solution



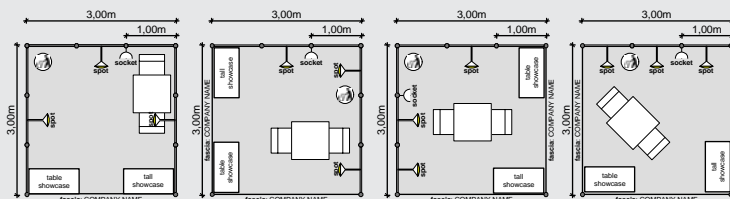
layouts are examples for 9m<sup>2</sup> (3 x 3m)

Max. stand height 2.50 m	> 9m <sup>2</sup>	> 12m <sup>2</sup>	> 18m <sup>2</sup>	> 24m <sup>2</sup>	> 30m <sup>2</sup>
Carpet, needle punch quality, grey (other colours on request)	•	•	•	•	•
Wall panels, white, 1.00 x 2.50 m ht, system	•	•	•	•	•
Complimentary furniture:					
Square table, white, standard	1	1	2	2	2
Chair, standard	2	3	4	6	8
Waste paper basket	1	1	2	2	2
100W spot light	3	4	6	8	10
13A/220V, 500 W socket	1	1	2	2	3
Fascia, white, 0.30 m ht, system lettering & booth no. black	•	•	•	•	•

For stands larger than 30m<sup>2</sup> please contact our  
IMAG stand design, construction & services team.

### showcase

The showcase -  
exhibiting small items  
with big effect



layouts are examples for 9m<sup>2</sup> (3 x 3m)

Max. stand height 2.50 m	> 9m <sup>2</sup>	> 12m <sup>2</sup>	> 18m <sup>2</sup>	> 24m <sup>2</sup>	> 30m <sup>2</sup>
Carpet, needle punch quality, grey (other colours on request)	•	•	•	•	•
Wall panels, white, 1.00 x 2.50 m ht, system	•	•	•	•	•
Open ceiling grid, system	•	•	•	•	•
Complimentary furniture:					
Square table, white, standard	1	2	2	2	3
Chair, standard	2	4	6	8	10
Tall showcase, white, system, incl. built-in halogen spots	1	2	2	3	4
Table showcase, white, system	1	1	1	2	2
Waste paper basket	1	1	1	2	2
100W track spot light	3	4	6	8	10
13A/220V, 500 W socket	1	1	1	2	2
Fascia, white, 0.30 m ht, system, lettering & booth no. black	•	•	•	•	•

For stands larger than 30m<sup>2</sup> please contact our  
IMAG stand design, construction & services team.

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# IMAG stand packages



trend

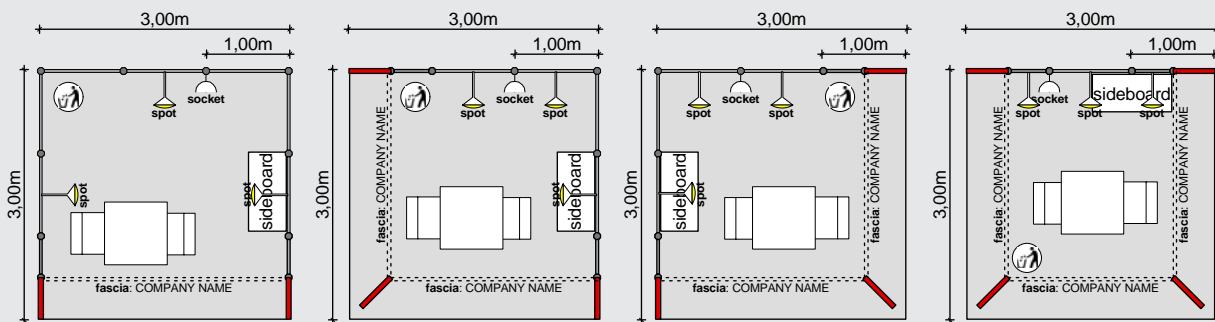
The trend -  
a modern,  
economical solution



Max. stand height 3.50 m	> 9m <sup>2</sup>	> 12m <sup>2</sup>	> 18m <sup>2</sup>	> 24m <sup>2</sup>	> 30m <sup>2</sup>
Carpet, needle punch quality, grey (other colours on request)	●	●	●	●	●
Wall panels, white, 1.00 x 2.50 m ht, system	●	●	●	●	●
Design element red, 3.50 m ht	●	●	●	●	●
Complimentary furniture:					
Square table, white, standard	1	1	2	2	2
Chair, standard	2	4	6	8	8
Lockable cupboard, white, system	1	1	2	2	3
Waste paper basket	1	1	2	2	2
100W spot light	3	4	6	8	10
13A/220V, 500 W socket	1	1	2	2	3
Fascia yellow, 0.30 m ht, lettering & booth no. black	●	●	●	●	●
Logo on all design elements	●	●	●	●	●

For stands larger than 30m<sup>2</sup> please contact our  
IMAG stand design, construction & services team.

Different colour of fascia, design elements and wall panels on request.



layouts are examples for 9m<sup>2</sup> (3 x 3m)

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# IMAG

## stand packages

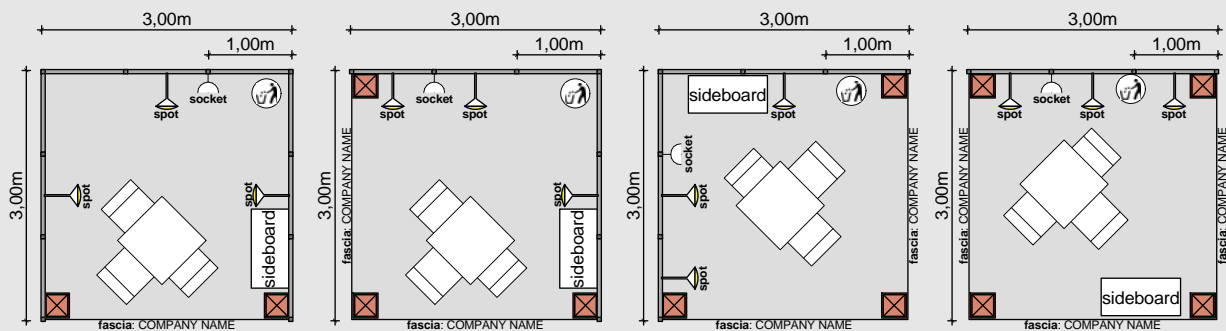
### success

The success -  
an open, welcoming structure  
for all purposes



Max. stand height 4.00 m	> 9m <sup>2</sup>	> 12m <sup>2</sup>	> 18m <sup>2</sup>	> 24m <sup>2</sup>	> 30m <sup>2</sup>	> 36m <sup>2</sup>
Carpet, needle punch quality, grey (other colours on request)	•	•	•	•	•	•
Wall panels, light grey, 2.50 m ht, system	•	•	•	•	•	•
Square columns, 4.00 m ht, red fillings	•	•	•	•	•	•
Steel structure for fascia	•	•	•	•	•	•
Complimentary furniture:						
Square table, white, standard	1	1	2	2	3	3
Chair, standard	2	4	6	8	8	8
Lockable cupboard, white, system	1	1	2	2	2	3
Waste paper basket	1	1	2	2	2	2
100W spot light	3	4	6	8	10	12
13A/220V, 500 W socket	1	1	2	2	3	3
Fascia red, 0.30 m ht, lettering & booth no. grey	•	•	•	•	•	•
Logo on all design elements	•	•	•	•	•	•

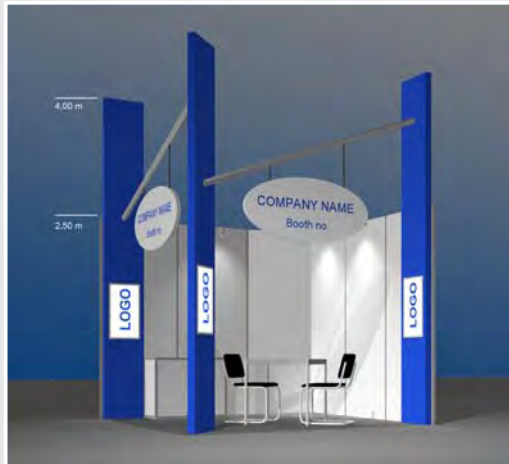
For stands larger than 36m<sup>2</sup> please contact our IMAG stand design, construction & services team.  
Different colour of fascia, design elements and wall panels on request.



layouts are examples for 9m<sup>2</sup> (3 x 3m)

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# IMAG stand packages



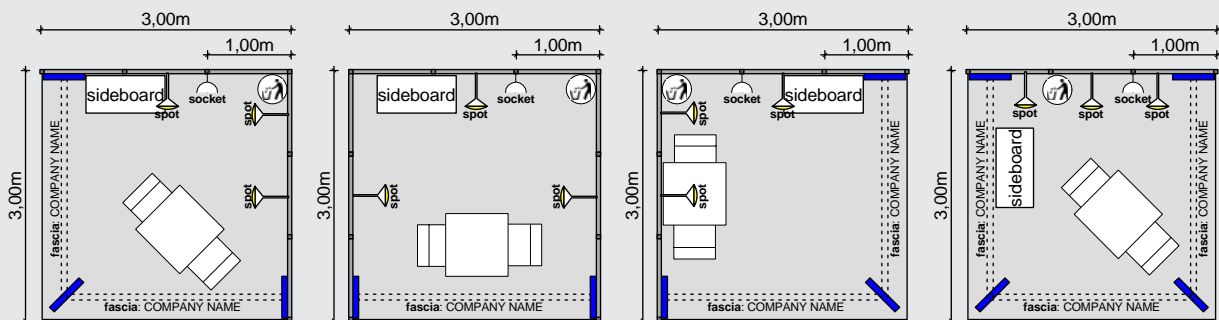
## peak

The peak -  
an eye-catching solution with  
illuminated logo for maximum  
visibility from a distance



Max. stand height 4.00 m	> 9m²	> 12m²	> 18m²	> 24m²	> 30m²	> 36m²
Carpet, needle punch quality, grey (other colours on request)	•	•	•	•	•	•
Wall panels, light grey, 2.50 m ht, system	•	•	•	•	•	•
Design element blue, 4.00 m ht, with logo light box	•	•	•	•	•	•
Complimentary furniture:						
Square table, white, standard	1	1	2	2	3	3
Chair, standard	2	4	6	8	8	8
Lockable cupboard, white, system	1	1	2	2	2	3
Waste paper basket	1	1	2	2	2	2
100W spot light	3	4	6	8	10	12
13A/220V, 500 W socket	1	1	2	2	3	3
Fascia 1.50 m x 0.60 m ht, lettering & booth no. blue	•	•	•	•	•	•
Logo on all design elements	•	•	•	•	•	•

For stands larger than 36m² please contact our IMAG stand design, construction & services team.  
Different colour of fascia, design elements and wall panels on request.



layouts are examples for 9m² (3 x 3m)

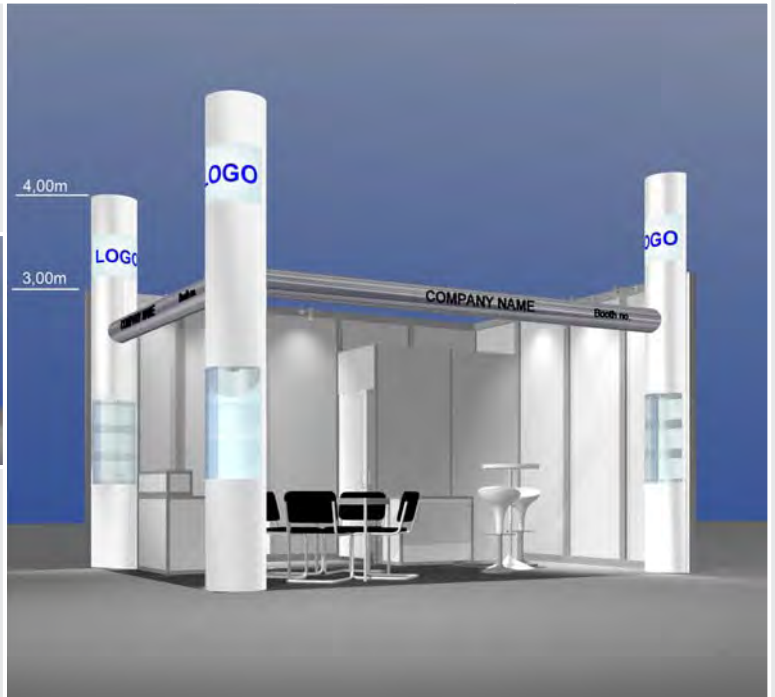
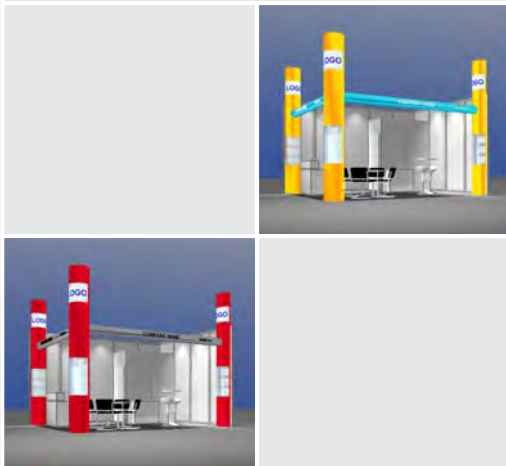
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# IMAG

## stand packages

### professional

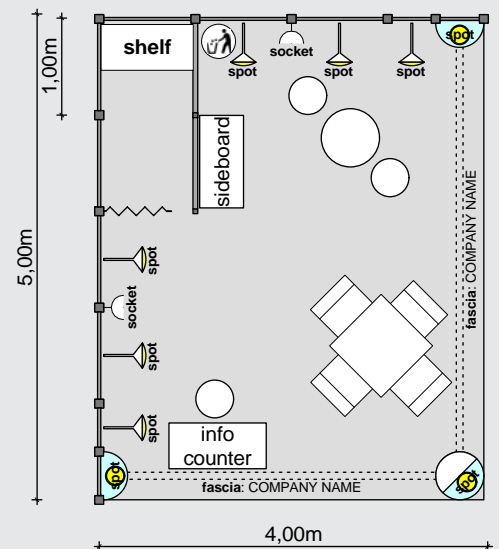
The professional - exclusive display and meeting possibilities and a stylish design



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Max. stand height 4.00 m	> 18m <sup>2</sup>	> 24m <sup>2</sup>	> 30m <sup>2</sup>	> 36m <sup>2</sup>	> 42m <sup>2</sup>	> 48m <sup>2</sup>
Carpet, rips quality, grey (other colours on request)	•	•	•	•	•	•
Wall panels, light grey, 3.00 m ht for back and side walls, and 2.50m ht for storage, system	•	•	•	•	•	•
Design elements, white, 4.00 m ht, incl. showcase, 1.00 m ht, with one downlight	•	•	•	•	•	•
Storage	2m <sup>2</sup>	2m <sup>2</sup>	2m <sup>2</sup>	3m <sup>2</sup>	3m <sup>2</sup>	4m <sup>2</sup>
Complimentary furniture:						
Square table, white, standard	1	1	1	1	2	2
Chair, standard	4	4	4	4	6	8
Lockable cupboard, white, system	1	1	1	2	2	3
Information counter, white, system	1	1	1	2	2	2
Bistro table, white, standard	1	1	1	1	2	2
Bar stool, standard	3	3	4	4	6	6
Shelf rack, white, system	1	1	1	1	2	2
Waste paper basket	1	1	2	2	3	3
100W spot light	6	8	10	12	14	16
13A/220V, 500 W socket	1	2	3	3	4	4
Fascia silver 0.30 m ht, lettering & booth no. black	•	•	•	•	•	•
Logo on all design elements	•	•	•	•	•	•

For stands larger than 48m<sup>2</sup> please contact our IMAG stand design, construction & services team. Different colour of fascia, design elements and wall panels on request.



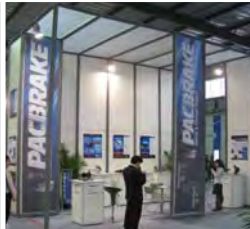
layout is an example for 20m<sup>2</sup> (4 x 5m)

# IMAG stand packages

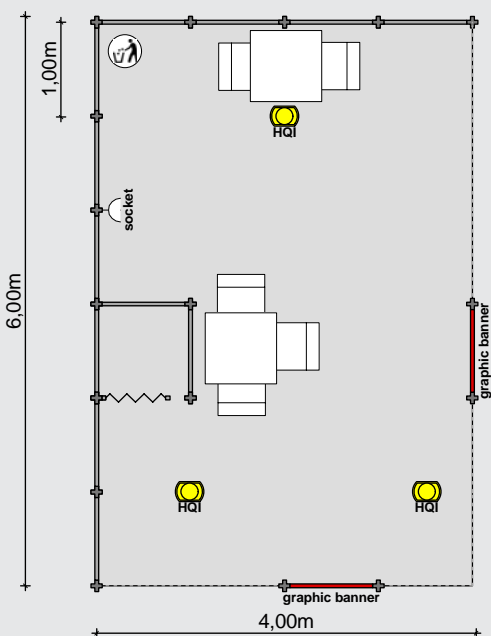


## communication

The communication -  
for multifunctional purposes  
with high visibility



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layout is an example for 24m<sup>2</sup> (4 x 6m)

Max. stand height 5.00 m	> 18m <sup>2</sup>	> 24m <sup>2</sup>	> 30m <sup>2</sup>	> 36m <sup>2</sup>	> 42m <sup>2</sup>	> 48m <sup>2</sup>
Carpet, rips quality, grey (other colours on request)	•	•	•	•	•	•
Wall panels, white, 2x 2.50m ht for side and back walls, 1x 2.50m ht for storage, system	•	•	•	•	•	•
Ceiling beams, system	•	•	•	•	•	•
Graphic mesh banner, singled sided, ca. 0.90 m x 4.82 m ht, incl. production, excl. graphic works and design	2	2	2	2	3	4
Storage	1m <sup>2</sup>	1m <sup>2</sup>	3m <sup>2</sup>	4m <sup>2</sup>	4m <sup>2</sup>	6m <sup>2</sup>
Lockable folding door, white, system	1	1	1	1	1	1
Complimentary furniture:						
Square table, white, standard	1	2	2	2	3	3
Chair, standard	3	5	6	8	12	12
Waste paper basket	1	1	2	2	3	3
100W HQL spot light	3	3	4	5	6	7
13A/220V, 500 W socket	1	1	2	2	3	3

For stands larger than 48m<sup>2</sup> please contact our IMAG stand design, construction & services team.  
Different colour of fascia, design elements and wall panels on request.

# IMAG

## stand packages

The prestige -  
combines exclusive design  
with an open and  
welcoming structure

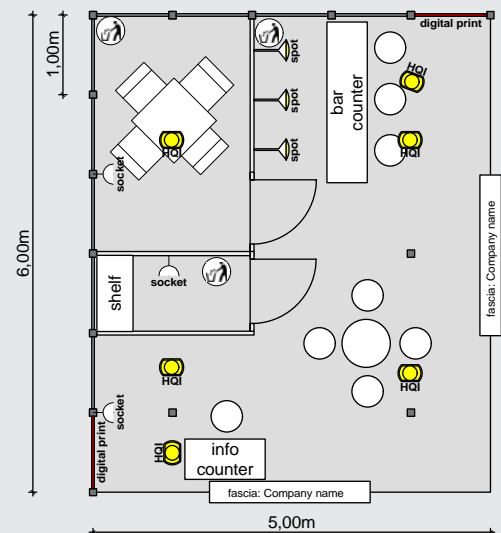
# prestige



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Max. stand height 4.00 m	> 24m²	> 30m²	> 36m²	> 42m²	> 48m²	> 54m²
Carpet, rips quality, grey (other colours on request)	•	•	•	•	•	•
Wall panels, light grey, 4.00 m ht for back and side walls, system, and white, 2.50 m ht for storage	•	•	•	•	•	•
Graphic, digital print, singled sided, ca. 0.90 m x 3.82 m ht, incl. production, excl. graphic works and design	2	2	2	2	2	2
Storage and meeting room	6m²	8m²	8m²	8m²	10m²	10m²
Complimentary furniture:						
Square table, white, standard	1	1	1	1	1	2
Chair, standard	4	4	4	6	6	8
Shelf rack, white, system	1	1	1	1	2	2
Information counter, white	1	1	1	1	1	1
Bar counter, white	1	1	1	1	1	1
Bistro table, white, standard	1	1	1	1	1	1
Bar stool, standard	6	8	8	8	8	8
Waste paper basket	2	3	4	5	6	7
70W HQI spot light	5	6	7	8	9	10
100W spot light	3	3	4	5	6	7
13A/220V, 500 W socket	2	3	4	5	6	7
Fascia grey 0.40 m ht, lettering & booth no. white	•	•	•	•	•	•

For stands larger than 54m² please contact our IMAG stand design, construction & services team.  
Different colour of fascia, design elements and wall panels on request.



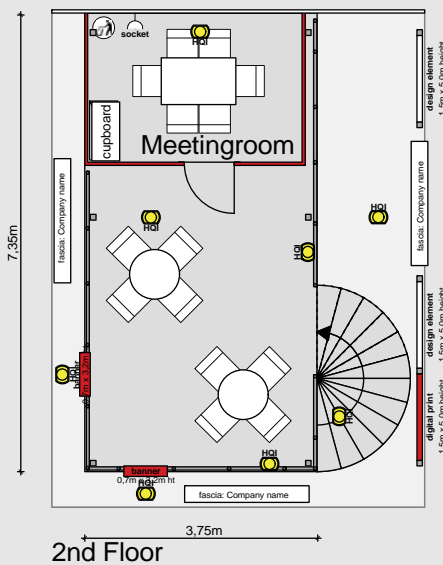
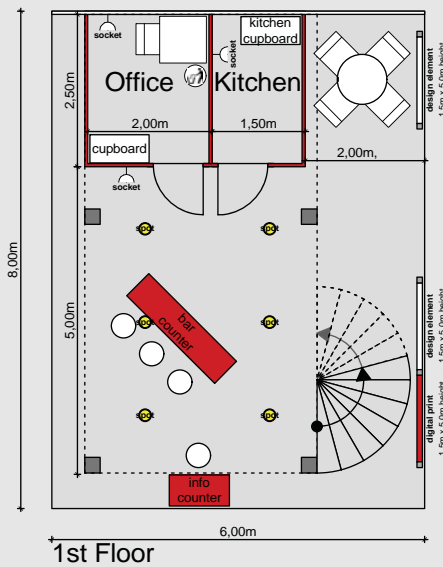
layout is an example for 30m² (5 x 6m)

# IMAG stand packages



## prestige 2-storey

The prestige 2-storey -  
a business platform  
for meeting and presentation



layout is an example for 48m<sup>2</sup> (6 x 8m)

Max. stand height 6.00 m	> 36m <sup>2</sup>	> 42m <sup>2</sup>	> 54m <sup>2</sup>	> 66m <sup>2</sup>	> 72m <sup>2</sup>
Carpet, rips quality, red (other colours on request)	●	●	●	●	●
Wall panels, light grey, 6.00 m ht for back and side walls, system, and red, 2.50 m ht for storage, office and meeting room	●	●	●	●	●
Staircase and railing	●	●	●	●	●
- Graphic, digital print, singled sided, ca. 1.40 m x 4.82 m ht	1	1	1	1	2
- Graphic, PVC banner, single sided, ca. 0.70 m x 3.20m ht	2	2	2	2	3
Graphics incl. production, excl. graphic works and design					
Kitchen, office and meeting room	●	●	●	●	●
Complimentary furniture:					
Square table, white, standard	1	1	1	1	2
Rectangular table, white, standard	1	1	1	2	2
Round table, white, standard	2	3	3	3	4
Chair, standard	12	18	18	20	22
Office chair	1	1	1	1	2
Lockable cupboard, white, system	2	2	3	4	4
Kitchen cupboard, white, system	1	1	1	1	1
Information counter, red	1	1	1	1	2
Bar counter, red	1	1	1	1	2
Bar stool, standard	2	4	4	4	6
Waste paper basket	2	2	3	3	4
70W HQI spot light	8	8	9	10	11
100W spot light	6	6	7	8	9
13A/220V, 500 W socket	4	4	5	6	7
Fascia grey 0.40 m ht, lettering & booth no. white	●	●	●	●	●

For stands larger than 72m<sup>2</sup> please contact our IMAG stand design, construction & services team.  
Different colour of fascia, design elements and wall panels on request.

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# IMAG

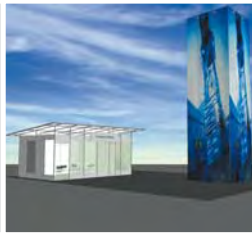
## stand packages

### outdoor

The outdoor -  
a weatherproof turnkey solution  
for open-air presentations



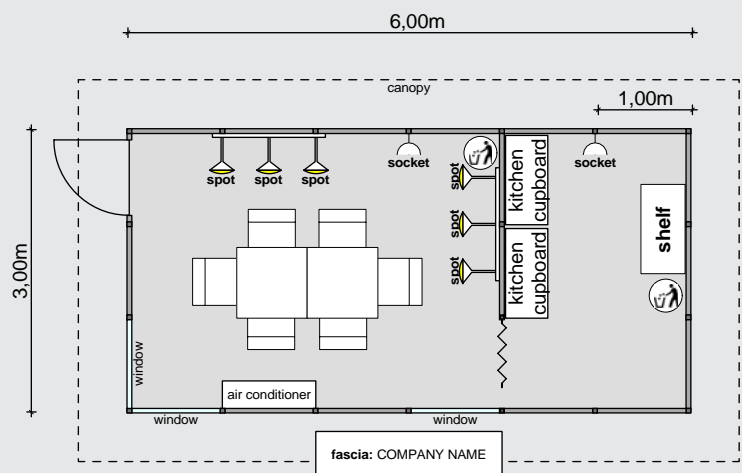
6 m or 9 m high  
logo tower  
available upon request



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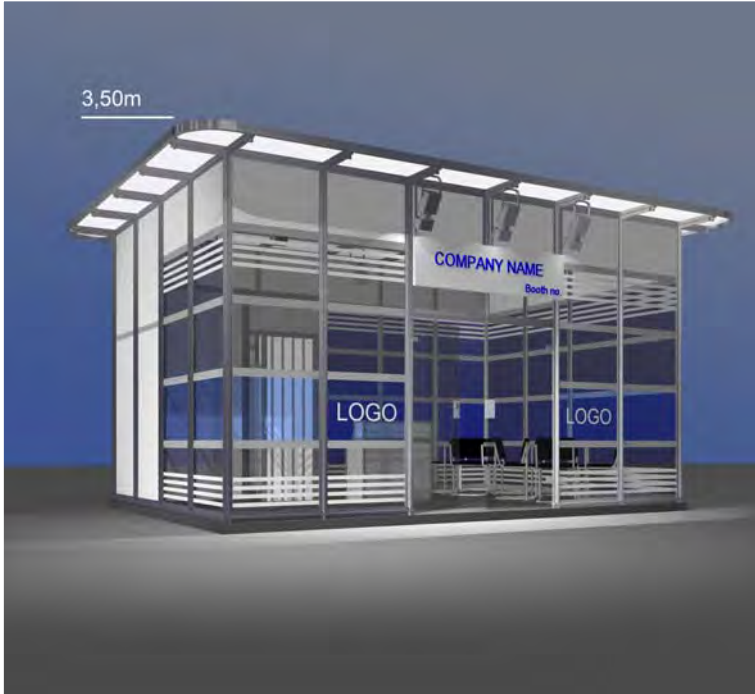
Max. stand height 3.00 m	> 18m²	> 21m²	> 24m²	> 27m²	> 30m²	> 36m²
Platform with carpet, needle punch quality, grey (other colours on request)	●	●	●	●	●	●
Wall panels, light grey, 2.50 m ht, system	●	●	●	●	●	●
Window wall panels, 1.00 m x 2.50 m ht, system	3	3	4	4	4	5
Ceiling grid and roof	●	●	●	●	●	●
Storage and meeting room	●	●	●	●	●	●
Complimentary furniture:						
Square table, white, standard	2	2	2	2	3	3
Chair, standard	6	6	8	8	9	10
Shelf rack, white, system	1	1	1	1	1	2
Kitchen cupboard, white, system	2	2	2	2	2	2
Waste paper basket	2	2	2	2	2	3
100W spot light	6	6	8	8	10	12
13A/220V, 500 W socket	2	2	3	4	4	4
Air conditioner	1	1	1	1	1	1
Fascia grey 2.00 m x 0.50 m ht, lettering & booth no. red	●	●	●	●	●	●

For stands larger than 36m² please contact our IMAG stand design, construction & services team.  
Different colour of fascia, design elements and wall panels on request.



layout is an example for 18m² (6 x 3m)

# IMAG stand packages



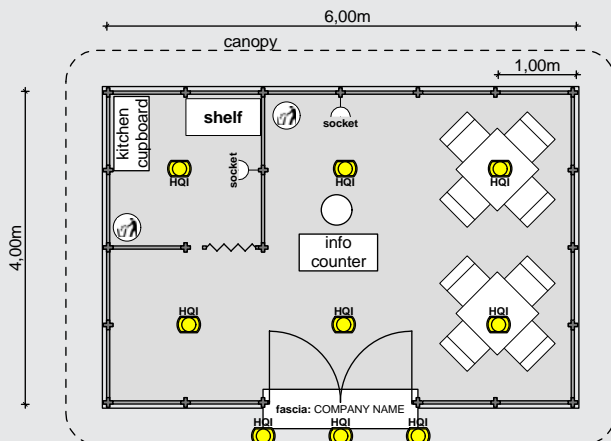
## progress

The progress -  
high transparency  
with maximum privacy  
indoors or outdoors



Max. stand height 3.50 m	18m²	24m²	30m²	36m²	42m²
Platform with carpet, needle punch quality, grey (other colours on request)	•	•	•	•	•
Wall panels, glass, 3.00 m ht, system	•	•	•	•	•
Ceiling grid and roof	•	•	•	•	•
Storage, wall panels light grey, 2.50 m ht, system	•	•	•	•	•
Lockable folding door for storage	•	•	•	•	•
Complimentary furniture:					
Square table, white, standard	2	2	3	3	4
Chair, standard	6	8	10	12	12
Shelf rack, white, system	1	1	1	1	2
Kitchen cupboard, white, system	1	1	1	1	1
Info Counter, white, system	1	1	1	1	1
Bar stool, standard	1	1	1	1	2
Waste paper basket	1	2	2	3	3
70W HQI spot light	6	9	12	15	18
13A/220V, 500 W socket	2	2	3	4	4
Fascia white, 2.00 m x 0.50 m ht, lettering & booth no. blue	•	•	•	•	•
Logo	2	2	2	2	2

For stands larger than 42m² please contact our IMAG stand design, construction & services team.  
Different colour of fascia, design elements and wall panels on request.



layout is an example for 24m² (6 x 4m)

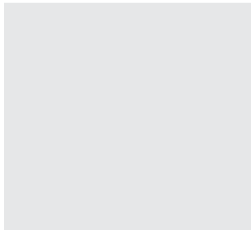
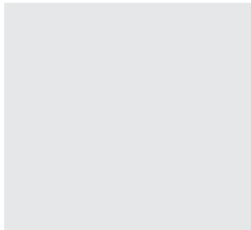
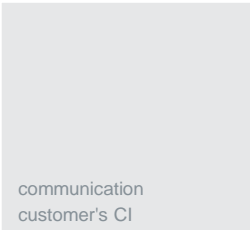
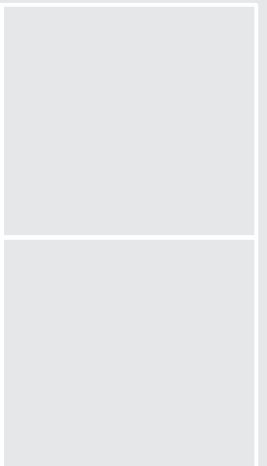
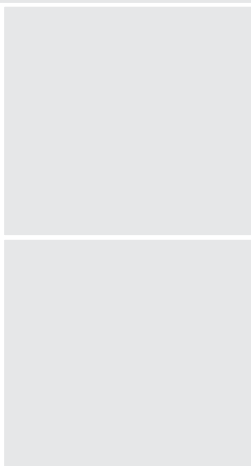
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# IMAG

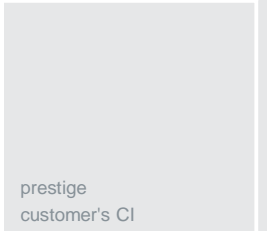
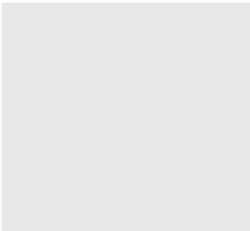
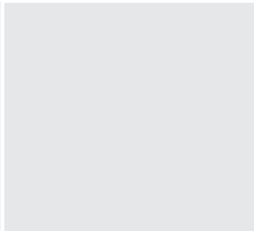
## stand packages individualized

you can easily adjust your IMAG stand package to your needs and company CI -  
contact us for an economical but individual solution

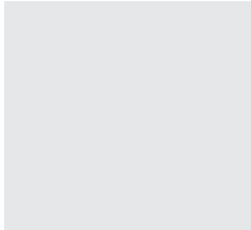
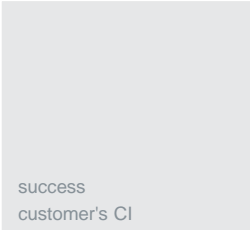
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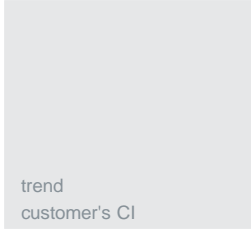
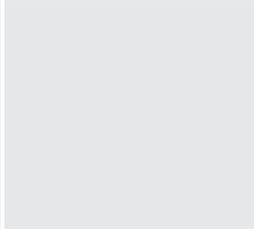
communication  
customer's CI



prestige  
customer's CI



success  
customer's CI



trend  
customer's CI

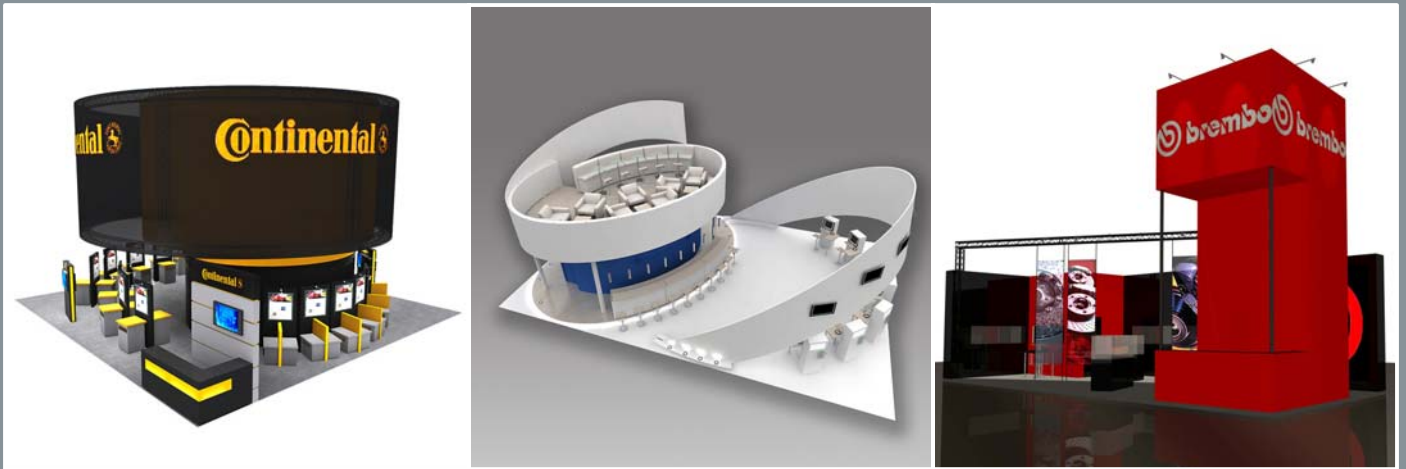


# IMAG stand design construction & services



fairs  
around the  
world

realize your trade fair stand with IMAG



## Our world wide service

- > Turnkey stands and stand packages at a fair price
- > Individual stand design and stand construction
- > Convincing presentation of your company
- > Development of new individual concepts, realisation of new trends
- > Planning according to customers' wishes
- > Conventional construction methods and use of time-tested trade fair stand systems
- > Co-ordination and management of service partners
- > Construction and project management
- > Reasonably priced, detailed offers
- > One-stop service with continuous personal support from start to finish
- > Additional fittings, video and audio equipment for presentations
- > On-site project supervision

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## Contact

IMAG - Internationaler Messe- und Ausstellungsdiens 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](http://www.imag-standdesign.com)