



stand construction & services

u n l i m i t e d s o l u t i o n s



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.

individual stand design

4 - 5



stand packages

| | | |
|----|-------------------|----|
| 01 | basic | 6 |
| 02 | trend | 7 |
| 03 | success | 8 |
| 04 | peak | 9 |
| 05 | deluxe | 10 |
| 06 | communication | 11 |
| 07 | prestige | 12 |
| 08 | prestige 2-storey | 13 |
| 09 | outdoor | 14 |
| 10 | progress | 15 |
| 11 | showcase | 16 |
| 12 | jewellery special | 17 |



services & technical management

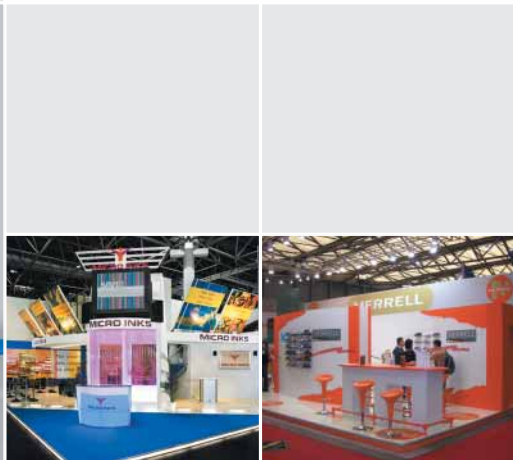
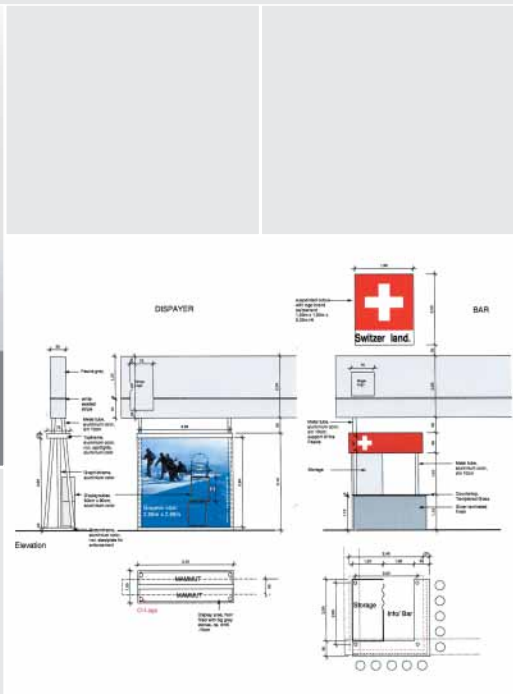
18



individual stand design & group participations

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
- Dubai
- Milan
- Moscow
- New Delhi
- Oslo
- São Paulo
- Shanghai
- Singapore
- Tehran

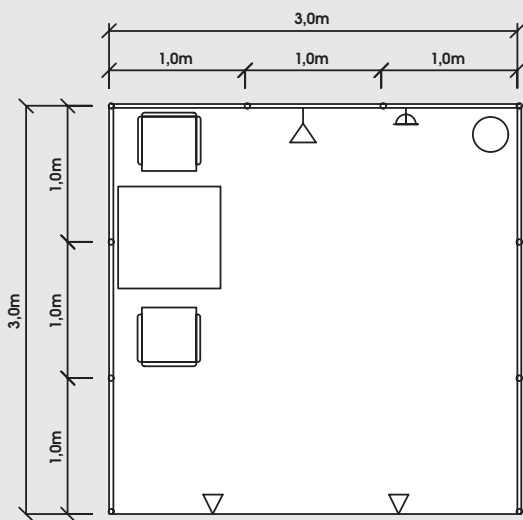
Your marketing aims – the basis of your company image at international fairs for the global markets.

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

01 basic

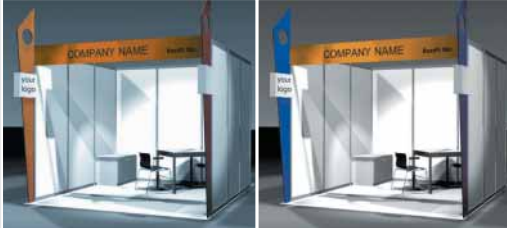
The **basic** shell scheme stand is an ideal start-up package and low-cost solution.



| Max. stand height 2.50 m | 9 m ² | ≤12 m ² | ≤18 m ² | ≤24 m ² | ≤30 m ² |
|---|------------------|--------------------|--------------------|--------------------|--------------------|
| Carpet, grey, other colours on request | ✓ | ✓ | ✓ | ✓ | ✓ |
| Wall panels, white, 2,5 m ht | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary furniture: | | | | | |
| 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 Technical Services Department.

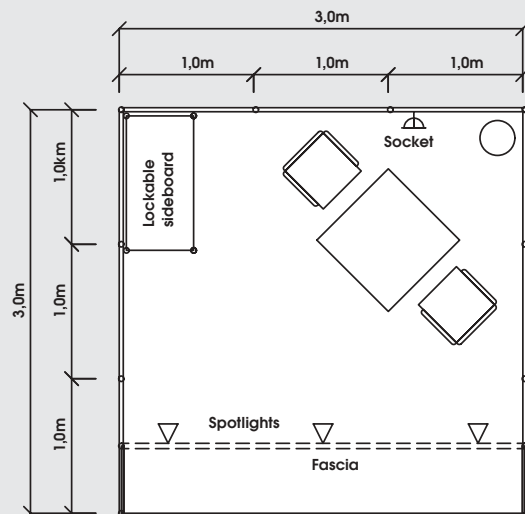
The **trend** shell scheme stand is a modern, economical solution.



02 trend

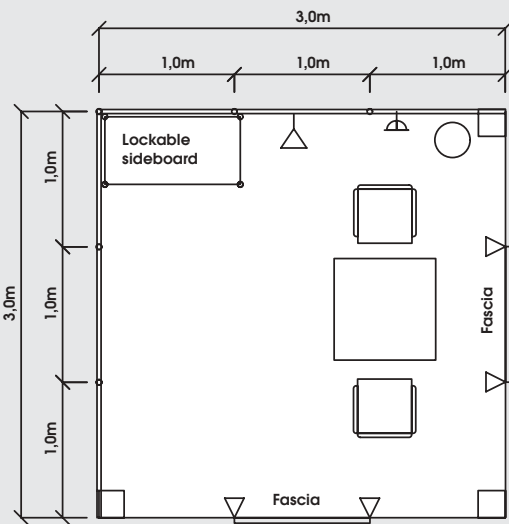
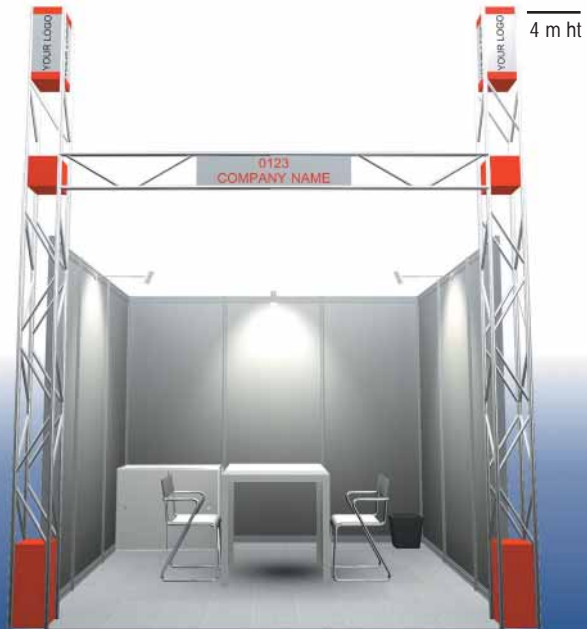
| Max. stand height 3.50 m | 9 m ² | ≤12 m ² | ≤18 m ² | ≤24 m ² | ≤30 m ² |
|--|------------------|--------------------|--------------------|--------------------|--------------------|
| Carpet, grey, other colours on request | ✓ | ✓ | ✓ | ✓ | ✓ |
| Wall panels, white, 2.5 m ht | ✓ | ✓ | ✓ | ✓ | ✓ |
| Design element (red, blue or yellow), 3.5 m ht | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary furniture: | | | | | |
| 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 | ✓ | ✓ | ✓ | ✓ | ✓ |

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success

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



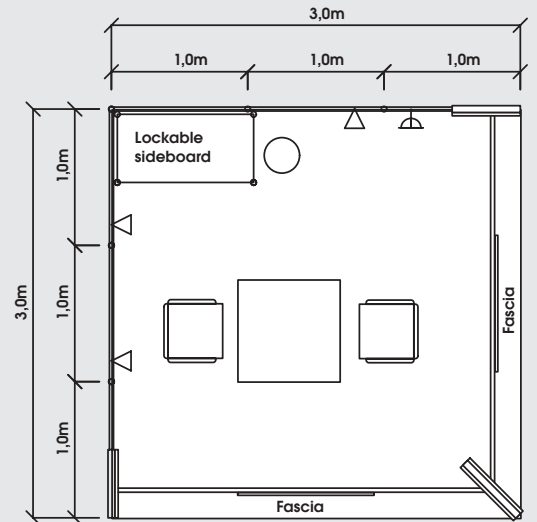
| Max. stand height 4.0 m | 9 m ² | ≤12 m ² | ≤18 m ² | ≤24 m ² | ≤30 m ² | ≤36 m ² |
|--|------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Carpet, grey (other colours on request) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Wall panels, light 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 |
| Complimentary furniture: | | | | | | |
| 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 Technical Services Department.

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



04 peak

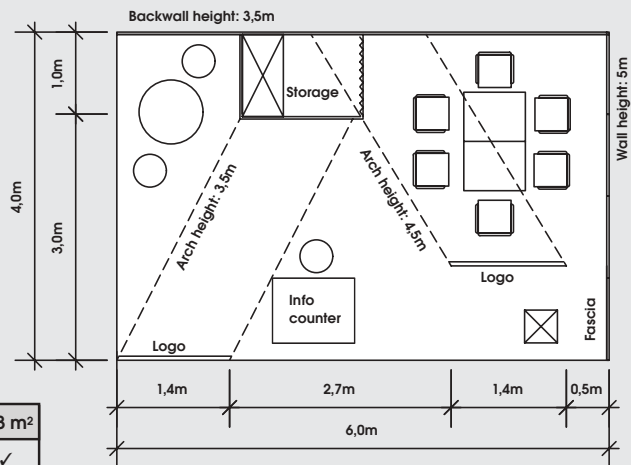


| Max. stand height 4.0 m | 9 m ² | ≤12 m ² | ≤18 m ² | ≤24 m ² | ≤30 m ² | ≤36 m ² |
|---|------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Carpet, grey (other colours on request) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Wall panels, light grey, 32 mm thick, 2.5 m ht | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Design element blue, 4 m ht, with logo lightbox | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary furniture: | | | | | | |
| 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 36 sqm please contact the IMAG Technical Services Department.

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 ² | ≤30 m ² | ≤36 m ² | ≤42 m ² | ≤48 m ² |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|
| 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 |
| Complimentary furniture: | | | | | |
| Square table | 2 | 2 | 2 | 3 | 4 |
| 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 Technical Services Dept.

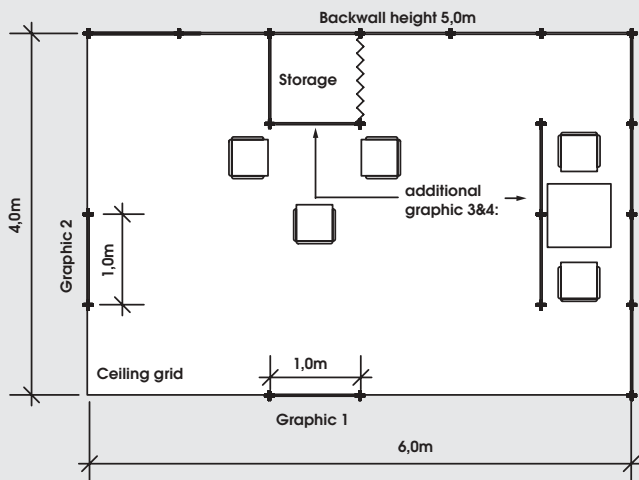
The **communication** stand – a stylish design with high visibility.



06 communication

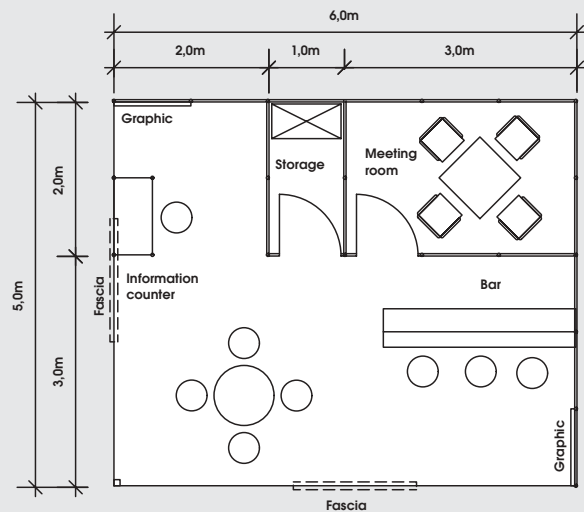
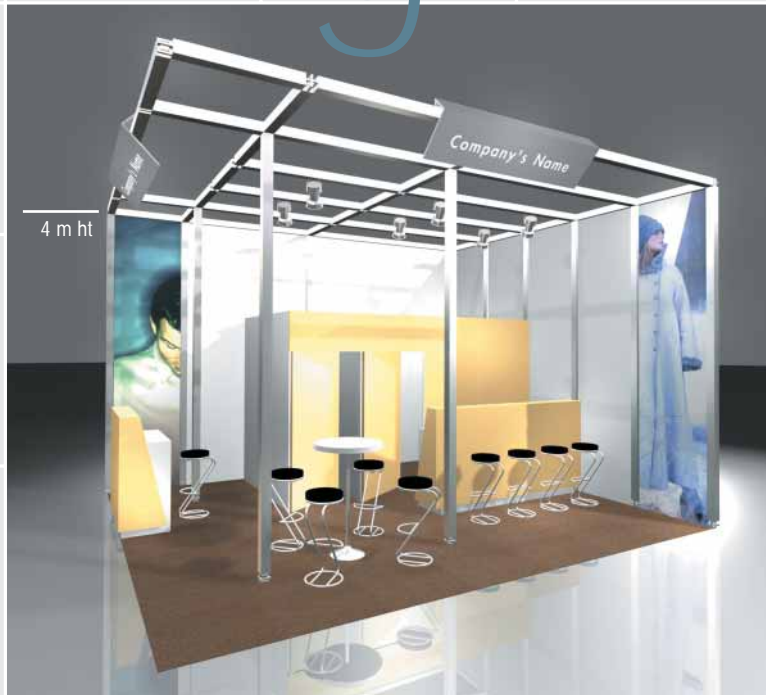
| Max. stand height 5.0 m | 18 m ² | ≤ 24 m ² | ≤ 30 m ² | ≤ 36 m ² | ≤ 42 m ² | ≤ 48 m ² |
|--|-------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Carpet, grey, other colours on request | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Wall 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 ² | 1 m ² | 3 m ² | 4 m ² | 4 m ² | 6 m ² |
| Folding door | 1 | 1 | 1 | 1 | 1 | 1 |
| Complimentary furniture: | | | | | | |
| 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 Technical Services Department.



07 prestige

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



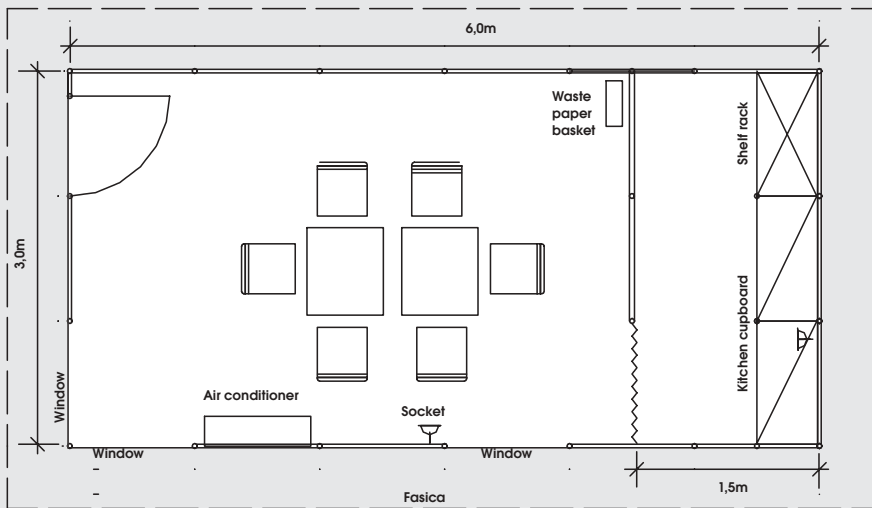
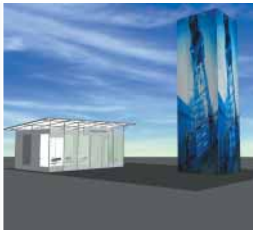
| Max. stand height 4.0 m | ≤ 24 m ² | ≤ 30 m ² | ≤ 36 m ² | ≤ 42 m ² | ≤ 48 m ² | ≤ 54 m ² |
|---|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Carpet, beige (other colours on request) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 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 |
| Complimentary furniture: | | | | | | |
| 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 Technical Services Dept.

Outdoor

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

6- or 9-m high
Logotower
available upon
request



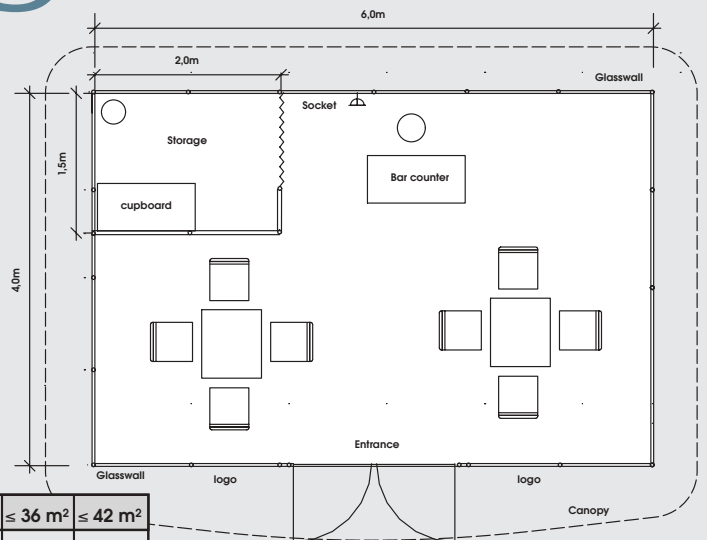
| Max. stand height 3.0 m | ≤ 18 m ² | ≤ 21 m ² | ≤ 24 m ² | ≤ 27 m ² | ≤ 30 m ² | ≤ 36 m ² |
|--|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| Platform with carpet, grey | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Ceiling grid and roof | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Store room with lockable door | 1 | 1 | 1 | 1 | 1 | 1 |
| Complimentary furniture: | | | | | | |
| 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 Technical Services Department.

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



10 progress

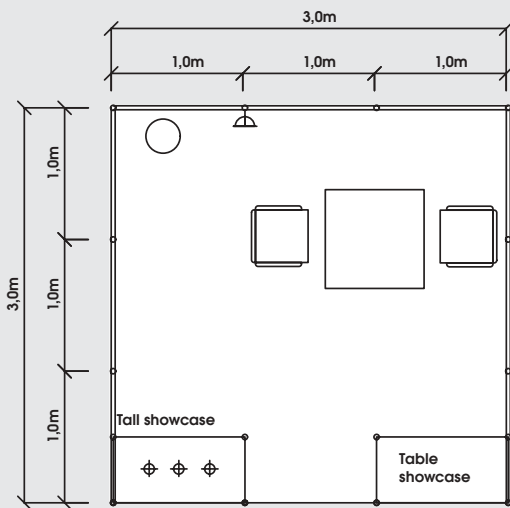


| Max. stand height 3.0 m | ≤ 18 m ² | ≤ 24 m ² | ≤ 30 m ² | ≤ 36 m ² | ≤ 42 m ² |
|---|---------------------|---------------------|---------------------|---------------------|---------------------|
| Platform with carpet, grey | ✓ | ✓ | ✓ | ✓ | ✓ |
| Wallpanels 3 m ht, glass | ✓ | ✓ | ✓ | ✓ | ✓ |
| Ceiling grid and roof | ✓ | ✓ | ✓ | ✓ | ✓ |
| Store room with folding door | 1 | 1 | 1 | 1 | 1 |
| Complimentary furniture: | | | | | |
| 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) | ✓ | ✓ | ✓ | ✓ | ✓ |

For stands larger than 42 sqm please contact the IMAG Technical Services Department.

showcase

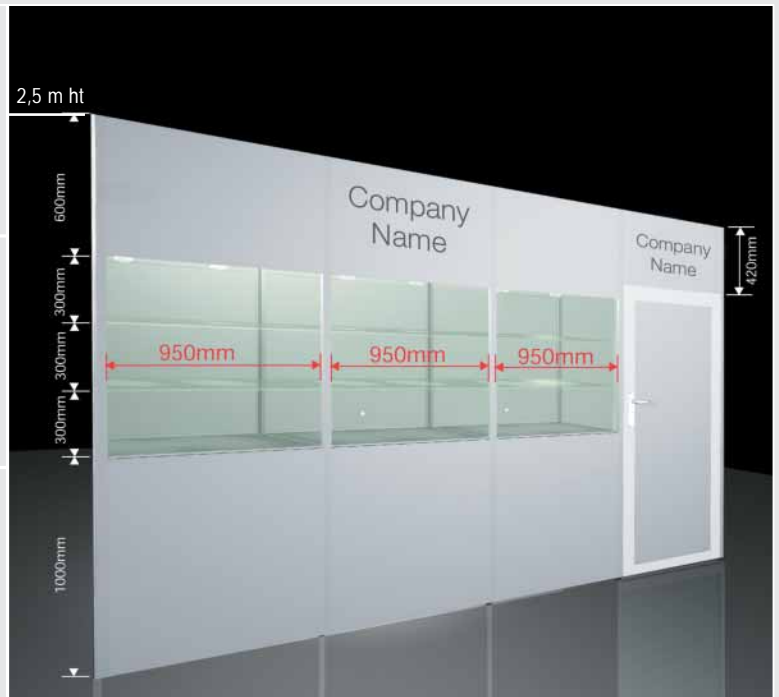
The **showcase** –
an excellent solution providing
space for presenting small items
and holding meetings.



| Max. stand height 2.5 m | ≤ 9 m ² | ≤12 m ² | ≤18 m ² | ≤24 m ² | ≤30 m ² | ≤36 m ² |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Carpet, grey (other colours on request) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Wall panels, white, 2.5 m ht | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Open ceiling grid | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary furniture: | | | | | | |
| Square table | 1 | 2 | 2 | 2 | 3 | 4 |
| Leather chairs (grey/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 Technical Services Department.

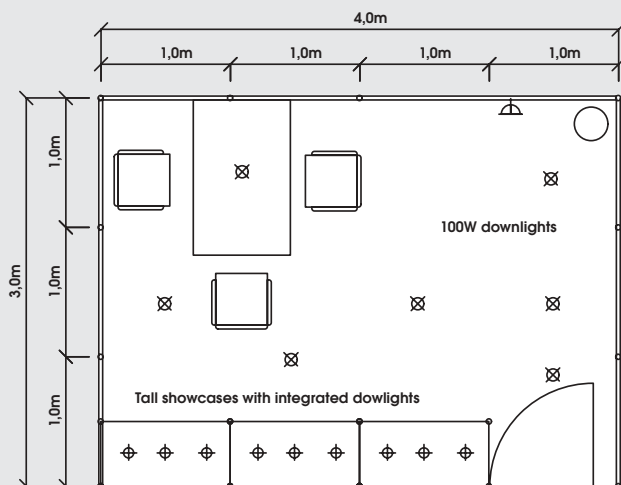
The **jewellery special** – designed exclusively for jewellery and watch fairs. It provides you with the security and opportunity to talk to your clients undisturbed.



12 jewellery special

| Max. stand height 2.5 m | ≤12 m ² | ≤18 m ² | ≤24 m ² | ≤30m ² | ≤36m ² |
|--|--------------------|--------------------|--------------------|-------------------|-------------------|
| Carpet, grey (other colours on request) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Wall panels, light grey 2.5 m ht, | ✓ | ✓ | ✓ | ✓ | ✓ |
| System ceiling (with white egg crate ceiling grid) | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary furniture: | | | | | |
| Rectangular table | 1 | 2 | 3 | 3 | 3 |
| Leather chairs (grey/black) | 3 | 6 | 8 | 10 | 12 |
| Tall showcase (with 2 layers glass shelves) incl. built in halogen spots | 3 | 5 | 7 | 9 | 10 |
| Waste paper basket | 1 | 1 | 1 | 1 | 2 |
| 100 W downlight (for ceiling) | 7 | 10 | 14 | 17 | 20 |
| 13A/220 V 500 W socket | 1 | 1 | 2 | 2 | 3 |
| Fascia (grey), 0.4 m ht; Lettering & booth no. (black) | ✓ | ✓ | ✓ | ✓ | ✓ |

For stands larger than 36 sqm please contact the IMAG Technical Services Department.



Realize your trade fair stand with IMAG

SERVICES & 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

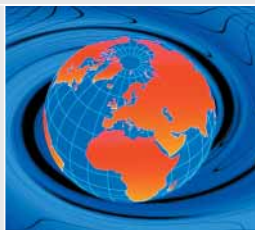


DESIGN & ARCHITECTURE

- 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 the major exhibition venues around the world

For individual offers and further details
and enquiries please contact the IMAG-Technical Department:
technik@imag.de – Tel: (+49-89) 949 22 - 211



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