

# Did you know?

You have between 2 and 5 seconds to get someone's attention



All of this for  
£873  
+delivery

Everything you need for your exhibition  
from just one supplier...

**STANBURY**  
CHAMELEON 

# Great reasons to buy your exhibition displays and promotional materials from Stanbury Chameleon

Over the next three months there will be around two hundred trade shows and events around the United Kingdom. Most businesses will attend these events to raise their profile and solidify their market presence. They also:

- ➔ Provide a perfect platform for your company to demonstrate or launch new products and services.
- ➔ Give you access to a large number of customers, suppliers and competitors, all in one place.
- ➔ Have the potential to expose your business to media coverage, in addition to prospective customers and partners.

Trade events are always full of competition and, whether you are a show veteran or a first time participant, exhibiting can be very daunting. However, if you:

- ➔ plan ahead,
- ➔ maximise any opportunities,
- ➔ and choose the right advertising techniques and materials

you will easily draw the limelight away from your competitors and achieve great results.



## Facts and Stats

- ➔ You have 2-5 seconds to get attention.
- ➔ Communication and perception of your stand start at 10 metres away.
- ➔ Think about the use of expensive literature, 65% is discarded after the exhibition. Give literature to quality visitors or offer to mail.

### Zed-Up Lite Literature Rack

The Zed-Up Lite is a popular, lightweight, and highly portable literature display rack. Its aluminium construction and smart anodised silver finish make it sturdy yet stylish. Ideal for all types of retail, exhibition and display.

- Available in A3, A4 and A5 sizes
- Double sided with a total of 6 pockets
- Collapsible
- 5 year manufacturer's warranty
- Includes heavy duty carry case



### Impact Pop Up 3x3 (5 panel)

The Impact is our most popular pop up display stand and is used by many of the UK's leading brands. The precision engineered frame and magnetic fittings throughout mean quick, easy and fuss free assembly.

Durable enough to withstand any busy exhibition calendar, the Impact will promote your brand time and time again. It will fast become a trusted tool for any exhibition, promotion or roadshow.

Supplied complete with:

- a sturdy case for safe storage and transport of the stand and graphic panels,
- a removable beech effect table top and podium graphic to convert the case into a podium
- 2 x 150w halogen spotlights.

Main features:

- Massive 8.72m<sup>2</sup> display area
- Reinforced frame, with a 1 year manufacturer's warranty
- Magnetic fittings throughout for quick and easy set up and take down
- 10 minute assembly time
- Stands just over 2.22m high, with a total footprint of 2.54m x 0.69m
- Graphic panels are crystal laminated for durability and to enhance the artwork

### Grasshopper Roller Banner

The Grasshopper comes in a robust but stylish anodised silver casing. Offering the perfect combination of design and stability, our Grasshopper roller banners represent excellent value for money.

- One year hardware guarantee
- 85cm width with a visible graphic height of 2m
- Graphic panels are crystal laminated for durability and to enhance the artwork
- Includes a quality foam padded carry bag and a fixed height bungee pole

## The Hand Outs

Stanbury Chameleon can supply a diverse range of promotional materials and literature. With many years of experience we are able to offer advice and guidance at every stage, from initial concept right through to delivery.

Some popular exhibition hand outs are featured below, but we are always happy to discuss your specific requirements and ideas.

### Business Cards

Printed in full colour onto 400gsm silk board and then matt laminated both sides.

500	£60
1000 (or 500 x 2 types)	£95

### DL Flyers

Printed in full colour, both sides, onto 300gsm silk board. 99mm x 210mm

2500	£110
5000	£135

### A5 Flyers

Printed in full colour, both sides, onto 300gsm silk board. 148mm x 210mm

2500	£135
5000	£180

### A4 Folded Leaflets

Printed in full colour, both sides, onto 150gsm silk paper, either:

	• 4 page A5, or	• 6 page DL
2500		£120
5000		£160

### Did you know we are a Carbon Balanced Printer?

Stanbury Chameleon are one of only ten print organisations in the UK to balance our total operational carbon footprint with World Land Trust, not just the paper we print on.



www.carbonbalancedprinter.com  
Stanbury Chameleon Reg. 2222

\*All prices shown exclude artwork, delivery, and VAT.

# Your Exhibition Essentials

An exhibition works best if it's carefully planned well in advance. Use our Exhibition Essentials Checklist to make sure you remember everything.

	Budget	Deadline
Display Stand		
Lighting		
Furniture		
Staff		
Promotional Literature		
Prize Draw		
Promotional Give-aways		
Transport		

For a more comprehensive checklist, please visit [www.sc-print.co.uk/exhibition-essentials](http://www.sc-print.co.uk/exhibition-essentials)

# Artwork

All prices shown exclude VAT and delivery charges where applicable, and are based on you supplying finished, high resolution, print ready artwork in a supported format.

## Don't Have Artwork?

For customers who are unable to supply their own finished artwork, or would like some amendments or a completely fresh approach to an existing design, we offer a cost effective graphic design service.

We pride ourselves on producing high quality designs and devising original and distinctive concepts for your promotional, marketing, and communications materials. Our talented team are experienced in all areas of design and are able to assist with any requirements you may have.

Whether you need a new logo or a roller banner, some business cards or a fully branded and coordinated exhibition stand, we would be happy to help.

Please give us a call if you have any queries or would like to discuss placing your order with us.

# 023 9258 9425

# Facts and Stats

- ➔ 88% of trade show visitors are personally involved in buying your products or services at the show.
- ➔ 60% of the most successful companies were the ones that mailed their prospective customers before the exhibition.
- ➔ 80% of leads generated at exhibitions are never contacted, it's true to say that you are likely to be busier than normal after an exhibition but this statistic must surely be considered.
- ➔ 86% of marketers said that face to face marketing is important to their company.
- ➔ Most visitors arrive at the show with a fixed agenda this makes your graphics and lighting key to the success of your exhibition stand.
- ➔ 30% of visitors never see sales representatives except at exhibitions!



## Stanbury Chameleon

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