

# GEOSPATIAL WORLD FORUM

## TECHNICAL GUIDE OF SHELL SCHEME STAND

# MATHYS

THE ART OF EXHIBITION

EXHIBITIONS - CONGRESSES - EVENTS - SHOWROOMS - INTERIORS

11, Chemin Delay, Case Postale 681,

CH-1214 Vernier, Genève

Tel : +41 22 306 40 00 Fax : +41 22 306 40 10

Email : [locastand@mathys.pro](mailto:locastand@mathys.pro)

[www.mathys.pro](http://www.mathys.pro)

Method of Payment form must be included with your order

**GENERAL INFORMATION FORM**

**EXHIBITOR COMPANY DETAILS**

Exhibiting company name: ..... Stand No: .....

Invoice Address: .....

Postcode-Town : .....Country : .....

Contact name for orders: ..... Email: .....

Contact name for invoice: ..... Invoicing Email\*: .....

Tel for orders: ..... Tel of invoicing contact\*: .....

\*Invoices will be sent by e-mail. Please provide the e-mail address of the person who reconciles your invoices if different than contact's email.

**MATHYS METHOD OF PAYMENT**  
*if and only if extra orders*

**Must be completed and send back to :**

**MATHYS SA**

11, Chemin Delay, Case Postale 681,  
CH-1214 Vernier, Genève  
Tel :+41 22 306 40 00 Fax :+41 22 306 40 10  
E-mail : [locastand@mathys.pro](mailto:locastand@mathys.pro)  
[www.mathys.pro](http://www.mathys.pro)

**BY SUBMITTING THIS FORM OR ORDERING MATERIALS OR SERVICES FROM MATHYS, YOU AGREE TO BE BOUND BY ALL OUR TERMS & CONDITIONS.**

**Payment by credit card is a mandatory for any order acknowledged after 1<sup>st</sup> April and less than CHF1'000 HT.**

**CREDIT CARD**

For your convenience, we will use this authorization to charge your credit card account for your advance orders, and any additional amounts incurred as a result of show site orders placed by your representative. These charges may include all charges which Mathys may be obliged to pay on behalf of Exhibitor. Please complete the information requested below:

**AMERICAN EXPRESS**    **MASTERCARD/EUROCARD**    **VISA**

□□□□ □□□□ □□□□ □□□□

Expiration date: □□ / □□      Verification code: □□□□

Cardholder's name: ..... Signature: .....

Full address of the cardholder: .....

**BANK TRANSFERT in CHF (Swiss Francs)**

Bank Transfer to Credit Suisse, 1211 Genève 70  
*Wire Transfer*  
IBAN : CH44 0483 5016 1579 3100 0  
CCP 80-500-04  
Clearing: 4835  
*International Wire Transfer*  
IBAN : CH44 0483 5016 1579 3100 0  
SWIFT : CRESCHZZ12G

Please reference Name of Show & Stand so we can properly credit your account

**NB: Customers are responsible for any bank processing fees.**

**ENTER TOTAL HERE**

**All orders received after 8<sup>th</sup> April 2014 will incur a 30% surcharge and subject to availability.**

Accessories	Visual Graphics	AV	Furniture	Flooring	Set-up Labor	Dismantle Labor		<b>TOTAL Excl. VAT</b>	<b>VAT taxes 8%</b>	<b>TOTAL Incl. VAT</b>
							=			

- Remember to order in advance to save time and money. You may place your order by fax, mail or email.
- Orders received without payment or after the discount price deadline date will be charged at the standard price.
- If you have question or need assistance with any items not listed, please call and ask for your Exhibitor Services Representative.

The Exhibitor expressly consents to the digital processing and transmission of personal data received by us, and to that said data being made available for purposes of direct advertising, including any other companies, within the limits of the law.

Method of Payment form  
must be included with your  
order

## SHELL SCHEME STANDS - Description



Name board with black standard lettering

White panel L100xH250cm,  
visible dimensions : L96xH236cm

*PS: The white panels are inserted  
in the white shell scheme  
structure.*

*Non-contractual image*

### The basic stand package includes :

- White walls L100xH250cm
- 1 nameboard with the name of the exhibitor in standard black lettering
- Spotlight (eq. 100W/spot): 1 spot per 3sqm
- Socket inside the stand
- As the exhibition place is already covered by a carpet, the stand area is **NOT** equipped with it.

*Given dimensions are gross and not useful.*

- *Useful dimensions for wall L100xH250cm = L96xH236cm*

*The items included in the stand can not be exchanged neither reimbursed.*

### Optional ideas to upgrade your basic package :

- Platform or other flooring (price on request)
- Logo on nameboard instead standard black text
- Storage room with curtain or lockable door
- Colored panels
- Graphics on panel
- Lockable, colored, curved counter
- Graphics on the front face panel of the counter
- Upgrade for a backlit counter
- Change from a straight wall to a curved wall
- Upgrade curved wall to a lightbox with graphic
- LCD Screen
- Other furniture

*To order these additional fittings or other items, please fulfill the enclosed order forms (accessories, AV, Graphics, Furniture)*

### Items and services **not included** in the basic package :

- Power supply for both socket and lights
- Daily cleaning

*These items and services should be ordered through congress team's order forms.*

### Important information

Panel, decoration and fascia boards are property of Mathys SA and must not be altered. Damages will be invoiced.

The recommended fixing systems are double-sided velcro pads or S shape hook + chain. The use of double-sided tape is strongly discouraged.

Method of Payment form  
must be included with your  
order

## PERSONALISE YOUR STAND



Method of Payment form must be included with your order

Exhibiting company name: ..... Stand No: .....

**EXHIBITOR'S INFORMATION FOR MODULAR STAND**

**FASCIA NAME BOARD**



Each modular stand is equipped with one sign  
Additional signs can be ordered according to the Accessories order form.

**Important:** The sign includes the board and an inscription in black standard lettering. It is available for the duration of the event. However

Mathys SA remains the owner of the sign.

The logo of the exhibitor can be printed and affixed to the sign, in place of text, for an additional order according to the Accessories order form.

All logos must be provided in an EPS, vector file format. (Preferred programs: Illustrator, InDesign)

**2 options :**

**I choose « standard » signboard provided on the booth.** Please, complete the information below that should be printed.

**Lettering: 10cm high on 1 line and 8cm high on 2 lines (max. 16 letters by line)**


**I choose the signboard with logo :** to confirm the order, please complete « logo line » on the graphic form (page 9).

Thank you very much for sending the payment form (page 1) fulfilled with your order.

Logo (high resolution or EPS vector) can be sent to [locastand@mathys.pro](mailto:locastand@mathys.pro). Please, specify stand number, company name and «Geospatial World Forum 2014» reference

Method of Payment form  
must be included with your  
order

Exhibiting company name: ..... Stand No: .....

## ACCESSORIES ORDER FORM

All prices are exclusive of 8% VAT

Prices are valid for the duration of the event and inclusive of transport & delivery.

*All orders received after 8<sup>th</sup> April 2014 will incur a 30% surcharge and subject to availability.*

Symbol	Description of items	Qty	Discount Price CHF orders received by 1 <sup>st</sup> April 2014	Standard Price CHF	TOTAL [CHF]
PMOQ	Carpet on special panels for laying down another carpet <input type="checkbox"/> grey <input type="checkbox"/> anthracite <input type="checkbox"/> red <input type="checkbox"/> green <input type="checkbox"/> black <input type="checkbox"/> blue		CHF40/m2	CHF48/m2	
B	White wall, <input type="checkbox"/> 50 or <input type="checkbox"/> 100cm wide, 250cm high		CHF105	CHF126	
C1	Coloured wall, with white aluminium frame <input type="checkbox"/> L50, Qty:.....or <input type="checkbox"/> 100cm, Qty:....., H250cm <input type="checkbox"/> grey <input type="checkbox"/> anthracite <input type="checkbox"/> red <input type="checkbox"/> green <input type="checkbox"/> black <input type="checkbox"/> blue		CHF150	CHF180	
C2	Coloured panel, instead of the white panel <input type="checkbox"/> L50, Qty:.....or <input type="checkbox"/> 100cm, Qty:....., H250cm <input type="checkbox"/> grey <input type="checkbox"/> anthracite <input type="checkbox"/> red <input type="checkbox"/> green <input type="checkbox"/> black <input type="checkbox"/> blue		CHF50	CHF60	
D	Panel Plexiglas, <input type="checkbox"/> L50 or <input type="checkbox"/> 100cm, H250cm		CHF167	CHF200	
E	Curtain light grey, L100xH200cm high, top panel white		CHF89	CHF107	
F	Door lockable, white, L100xH200cm, top panel white (CHF30 per key if not returned)		CHF289	CHF346	
G	Additional name board with black vinyl lettering		CHF200	CHF240	
M	Rack of 3 <u>flat</u> shelves, 100x30cm, fixed to wall		CHF133	CHF160	
N	Rack of 3 <u>sloping</u> shelves, 100x30cm, fixed to wall		CHF133	CHF160	
O	Coat rack, 100cm wide, fixed to wall		CHF67	CHF80	
P	Set of 3 spotlights 100W on electrical rail fixed		CHF133	CHF160	
Q	Additional spotlight 100W fixed to existing electrical rail		CHF78	CHF93	
R	Stemlight 100W to clamp on top of wall panel		CHF78	CHF93	
S1	White <u>lockable</u> reception counter (straight) w/ white top		CHF300	CHF360	
S2	White reception counter w/ white top (open at the back) <input type="checkbox"/> straight <input type="checkbox"/> curved		CHF244	CHF293	
T1	Coloured counter top for S1 or S2		CHF150	CHF180	
T2	Additional cost for coloured panels of S1 or S2		CHF133	CHF160	
T3	Modification of straight counter : backlit version with plexi front panel		CHF611	CHF733	
Pack	Furniture package: 1 squared table + 2 white chairs*		CHF115	CHF138	
W1	Half oval white wall on one of our stand wall (L100cm)		CHF150	CHF180	
W2	Half oval lightbox on one of our stand wall (L100cm) (opaque white plexiglass panel)		CHF300	CHF360	

**Power supply for spotlights or lightboxes is not included in the price. Please see the exhibitor kit of the exhibition to know to whom order it.**

**See standard modular items diagram with reference items on next page.**

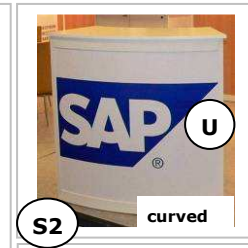
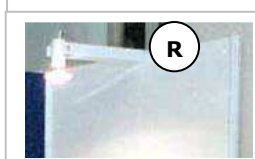
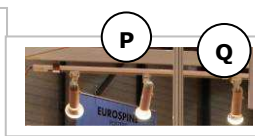
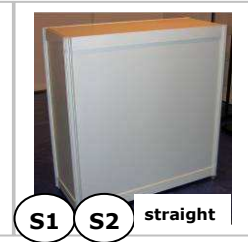
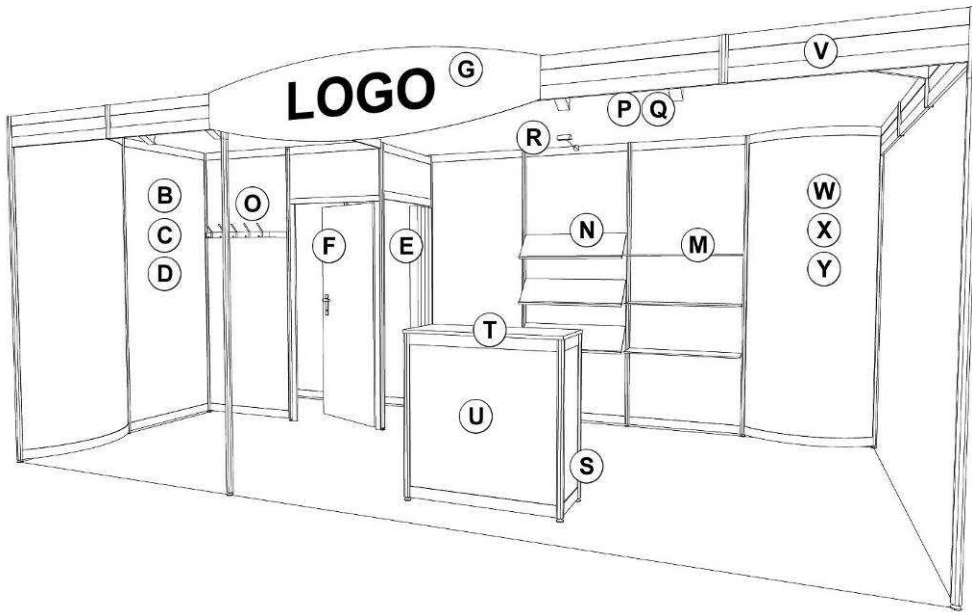
**Implementation of Additional Fittings must be included with your order.**

\* More furniture on our furniture catalogue available on GWF website:

<http://www.geospatialworldforum.org/2014/gi.htm>

Method of Payment form  
must be included with your  
order

**STANDARD MODULAR ITEMS DIAGRAM**



General information  
form must be included  
with this form

## GRAPHICS - BANNER – DISPLAY - Description

Mathys SA can offer you a large variety of identification and communication media for your stand. We adapt to your present needs but also to future ones.



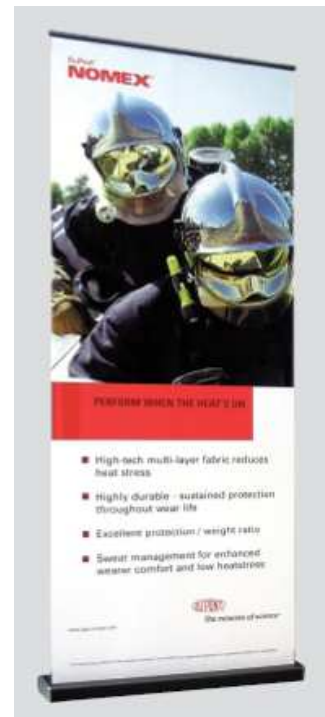
**Large possibility of dimensions,  
please contact us for more information**

[locastand@mathys.pro](mailto:locastand@mathys.pro)

**Different types of display,**

**please contact us:**

[locastand@mathys.pro](mailto:locastand@mathys.pro)





General information form must be included with this form

Exhibiting company name: ..... Stand No: .....

**GRAPHICS / BANNER / DISPLAY ORDER FORM**

All prices are exclusive of 8% VAT

Prices are valid for the duration of the event and inclusive of transport & delivery.

All orders received after 8<sup>th</sup> April 2014 will incur a 30% surcharge and subject to availability.

Description	Qty	Discount Price orders received by 1 <sup>st</sup> April 2014	Standard Price	TOTAL excl. taxes
<b>GRAPHICS FIXED TO THE SHELL SCHEME STRUCTURE</b>				
<b>The hook system of the banner signware remains property of Mathys SA. Only the visual becomes the property of the exhibitor.</b>				
Digital graphic for straight white wall, min 1m <sup>2</sup>		CHF227/m2	CHF272/m2	
A1: digital graphic for straight white wall L100xH250cm Dimensions for graphic file: L96xH236cm + margins & file must be vectorised*.		CHF 567	CHF 680	
A2: digital graphic for straight white walls L300xH250cm Dimensions for graphic file: L300xH236cm + margins & file must be vectorised. Cut in the graphic will be done by Mathys.*		CHF 1'589	CHF 1'907	
B- Banner signware L1000xH2500mm Dimensions for graphic file: L100xH240cm & file must be vectorised.		CHF 667	CHF 800	
B- Banner signware L2000xH2500mm Dimensions for graphic file: L198xH240cm & file must be vectorised.		CHF 1'211	CHF 1'453	
B- Banner signware L3000xH2500mm Dimensions for graphic file: L298xH240cm & file must be vectorised.		CHF 1'878	CHF 2'253	
Logo on name board instead of lettering <1m <sup>2</sup>		CHF 245	CHF 294	
(U/X) Logo for front counter panel or oval light box (applied on center of the panel) <1.5m <sup>2</sup>		CHF 367	CHF 440	
(Y1) Full size digital graphic for the lightbox W2 (printed on transparent film applied to plexiglass)		CHF 700	CHF 840	
(Y2) Full size digital graphic for oval white wall		CHF 622	CHF 746	
(Y3) Digital graphic for straight plexi wall or backlit counter, visible on the reverse as mirror image, min 1m <sup>2</sup>		CHF254/m2	CHF305/m2	
<b>DISPLAY - MOBILE COMMUNICATION</b>				
<b>All the Display and Desk are delivered with the carrying bag or case and become the property of the exhibitor. Prices are given for an order of <u>one unit</u>. Please contact us for higher quantities.</b>				
C- Poster L800xH1200mm on rigid panel		CHF 388	CHF 467	
Easyroll L800xH2145mm – weight : 4.3Kg		CHF 1'078	CHF 1'293	
A lump sum for transport + set-up on-site for every ordered item is invoiced.		<b>CHF 155</b>	<b>CHF 187</b>	
<p><b>*For every graphic order fixed to the shell scheme structure, the exact dimensions of the printing file will be sent to you right back after having received your order. Please find on the next page the printing guidelines to design the printing files. The placement of the accessories should include graphics and be sent with your orders.</b></p>				

General information  
form must be included  
with this form

## SPECIFICATIONS FOR PRINT FILES MEDIUM & LARGE FORMAT

*Take 2 minutes to read our specifications and save valuable hours for everyone!*

- For each order, provide a color proof and references (Pantone if possible).  
Without proof, we do not guarantee the accuracy of the colors!  
Be careful regarding vinyl and RAL paint ranges as they are more limited. There is not always color-matching in digital printing!
- Provide a separate file for each subject. However, a plan with a global overview is welcome.
- Place the documents in 1/10th scale if it is not possible to put the real size.  
Thank you to specify the scale of documents to avoid confusion.

### RESOLUTION AND LEGIBILITY DISTANCE

Legibility distance : **1 m** -> real format resolution : **100 dpi** -> (1/10th Scale = 1000 dpi)  
Legibility distance : **2 m** -> real format resolution : **70 dpi** -> (1/10th Scale = 700 dpi)  
Legibility distance : **5 m** -> real format resolution : **40 dpi** -> (1/10th Scale = 400 dpi)  
Legibility distance : **10 m** -> real format resolution : **25 dpi** -> (1/10th Scale = 250 dpi)

### FONTS

#### Fonts must always be vectorized !

If this is not the case, include the font to the file. Warning : some fonts are not compatible between PC and MAC. In doubt, to vectorize all the text is the simplest and safest solution !

### ADOBE ILLUSTRATOR AND PHOTOSHOP

In *Illustrator*, save the file in **EPS** format.

Vectorize all fonts (note the locked layers and hidden objects that can contain text).

"Encapsulate" the links by unchecking the box "link" at the time of importation. Otherwise, within the panel "links", you can select the image and use the function "Add image".

Check that your imports are well in **CMJN**.

In *Photoshop*, you can directly create a **TIFF** or **EPS** including all elements in **CMYK** mode.

Provide from 10 to 20 mm bleed (full size) on all 4 sides of your file, for both, *Illustrator* or *Photoshop* files.

### QUARK XPRESS AND ADOBE INDESIGN

Most large format printing machines can NOT print from these two programs !

#### DO NOT PROVIDE such documents !

Create high resolution PDF directly from *Xpress* or *InDesign* in vectorizing all the text and including all imports.

Do not forget the map sheet trimming edges if you have extended images.

### MICROSOFT WORD, EXCEL, POWERPOINT

NO DOCUMENT Microsoft (*Word*, *Excel*, *Powerpoint* ...) can be printed directly from the software of the printing machines.

### PDF FILES

PDFs created from software other than *Illustrator*, *InDesign* or *Xpress* can cause printing problems.

Under no circumstances we will not be held responsible in case of default printer if the PDF was generated by another source.

### Size of files for digital printing on shell scheme walls : **File must be prepared with margins.**

Wall of L100xH250cm : size of graphic L96xH236cm and with margins L97.6xH238.4cm

Wall of L100xH200cm : size of graphic L96xH216cm and with margins L97.6xH218.4cm

Wall of L141.4 : width of graphic L137.4cm and with margins L139cm

Incurved wall of L111cm : width of graphic L107cm and with margins L108.7cm

**Please do not hesitate to contact us for any additional information.**

General information form must be included with this form

Exhibiting company name: ..... Stand No: .....

**AUDIO-VISUAL ORDER FORM**

All prices are exclusive of 8% VAT  
Prices are valid for the duration of the event and inclusive of transport & delivery.  
*All orders received after 8<sup>th</sup> April will incur a 30% surcharge and subject to availability.*

DESCRIPTION	Discount Price <small>(orders received By 1<sup>st</sup> April 2014)</small> <b>4 Days</b>	Standard Price <b>4 Days</b>	Qty	TOTAL
<b>SCREENS + MOUNTING</b>				
LCD 22" (56 cm) full HD + foot table	CHF183	CHF220		
LCD 26" (66 cm) 1280/1024 + foot table	CHF311	CHF373		
LCD 32" (81 cm) HD + foot or wall mounting	CHF504	CHF605		
LCD 42" (107 cm) HD + foot mounting	CHF933	CHF1'120		
LCD 47" (120 cm) Full HD + foot mounting	CHF1'226	CHF1'471		
PLASMA 50" (127 cm) HD + foot mounting	CHF1'321	CHF1'585		
LED 55" (140 cm) full HD + foot mounting	CHF1'517	CHF1'820		
LED 60" (153 cm) full HD + foot mounting	CHF1'933	CHF2'320		
<b>INFORMATION MEDIUM</b>				
DVD Player	CHF200	CHF240		
Mediaplayer + Flash Card 2Gb	CHF156	CHF187		
PC + XP & pack Office (without screen)	CHF200	CHF240		
Laptop + XP & pack Office	CHF356	CHF427		
<b>SERVICES</b>				
Internet configuration	CHF100	CHF120		
<b>Lumpsum for on-site Delivery/Set-up (Mandatory)</b>	<b>CHF330</b>	<b>CHF400</b>	<b>1</b>	
Videoprojectors, Printers, Splitters, Switchers, Cables >6m, Check and/or encoding of contents		Prices on request		



