

## ***Exhibitions*** (rev. 5/03)

Every exhibition stand that is produced by Air Products should clearly communicate our brand, and specific business and product messages. An exhibition stand is challenging because it exists in the same environment as our competitors. By being clear and producing an exhibition stand that builds on our values we help differentiate ourselves from our competitors, and make our offer more memorable. We should always communicate what the exhibition is about in the form of a clear introduction board with a title and lead our audience around each panel in a logical way so we control what they see and when. This will maximize the effectiveness of each panel and the exhibition as a whole. Always consider the content of each panel carefully. Don't fill it with too much detailed information; it is better to provide printed material to take away.

Exhibitions provide us with an opportunity to attract and meet potential clients. The environment we create should be conducive to this, by being inviting, engaging, stimulating, and creating a lasting impression.

If you have any questions, contact our corporate communications team.

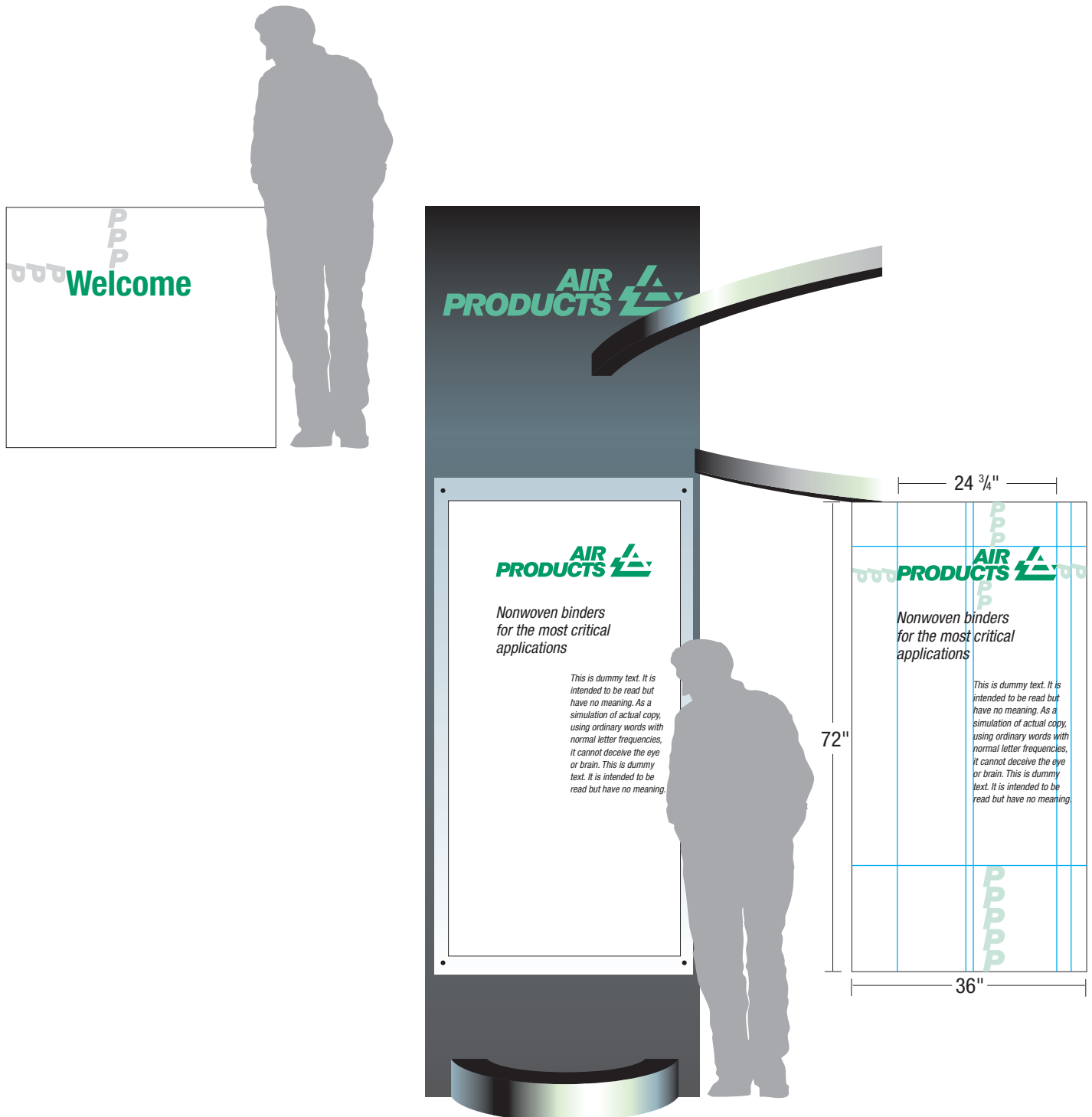
Please refer to section 2 for our identity basic elements.

## Welcome Desk and Panels 10.1

Exhibitions are made up of panels. Welcome panels introduce our visitors to the title of our stand. By doing this we let our visitors know what the overall theme of our stand is, and why we've grouped the products in the way we have.

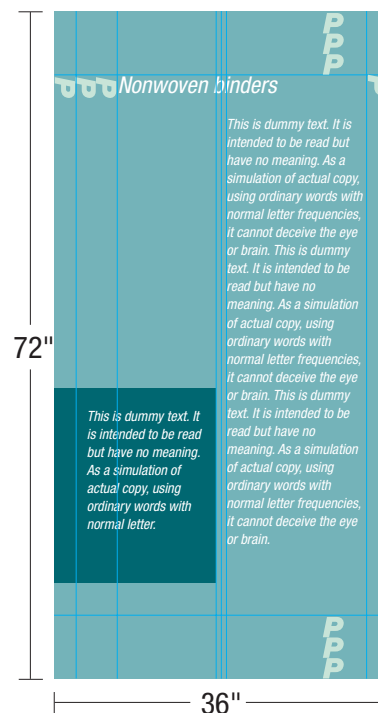
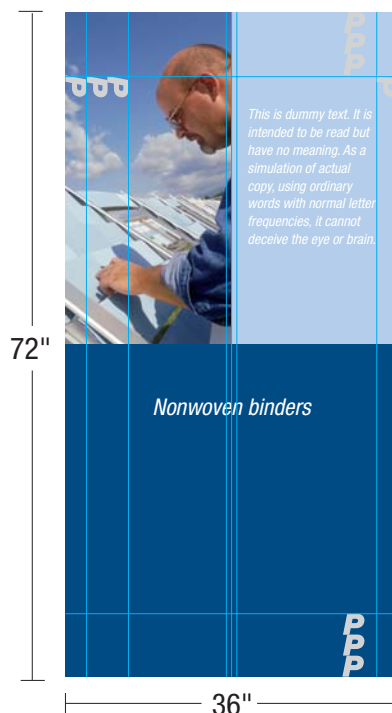
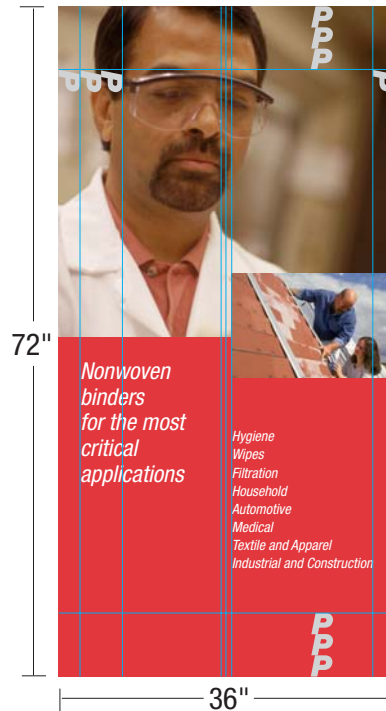
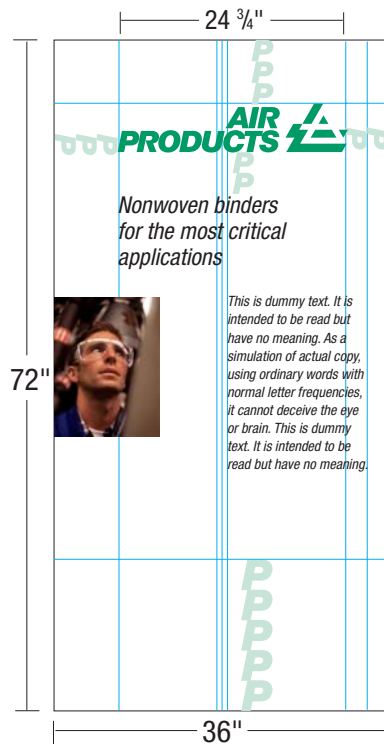
Use them to talk about how Air Products is different from all the competitors surrounding the stand.

Design decisions must be based on the whole of the display. Think carefully about the materials to be used. Ensure that the logo is visible but not overused.



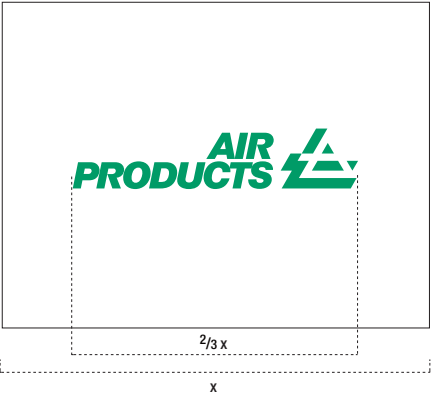
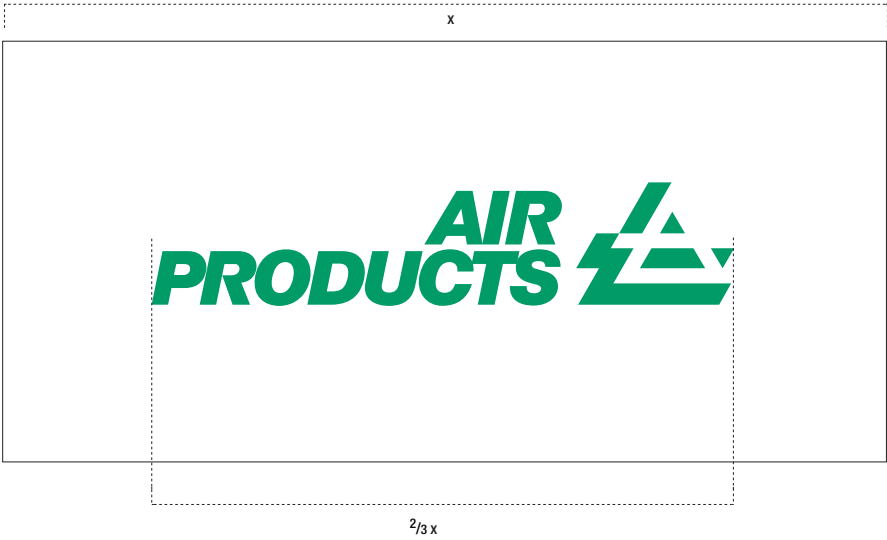
## Exhibition Panels 10.2

There is a grid that helps to construct the exhibition panels. It provides us with all the points for positioning body text and images. These panels should use relevant colors from the secondary color palette. Text can be differentiated by using different type sizes. Introductions should be bigger and more detailed text should be smaller.



# Overhead Signs 10.3

Most exhibitions allow for the use of overhead signs that ensure visibility from a distance. If a large logo panel is needed, the logo should be made as large and as visible as possible. Visually center the Air Products signature as we show here.



If a panel is long and thin then the minimum distance top and bottom is 1P.

## Sign-off Panels 10.4

Sign-off panels leave our visitor with a lasting impression of Air Products. They should act as a call to action by using **tell me more** and the web-site address. The panels should explain who you are, what you do and your relationship to Air Products.

### tell me more

200 point Helvetica Neue  
Condensed Bold

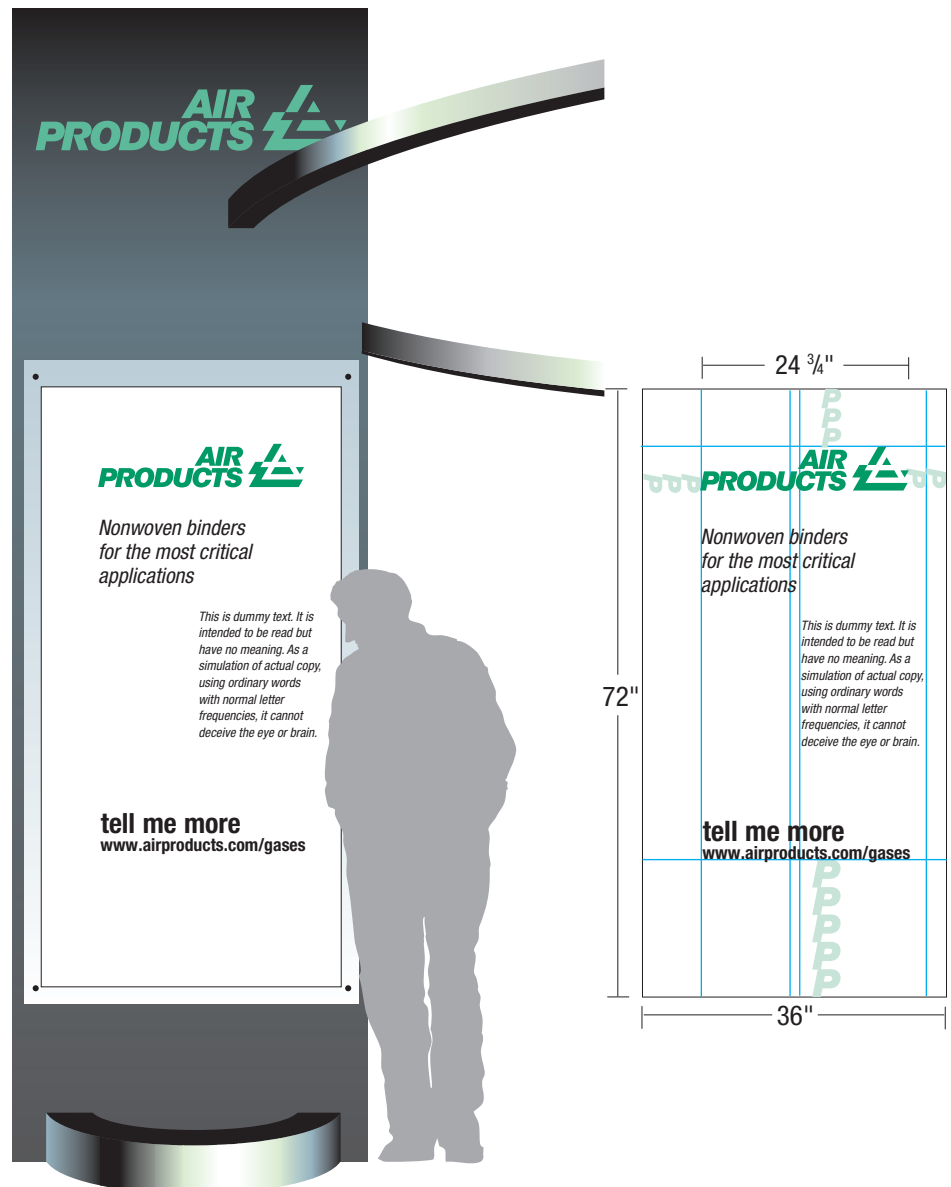
### URL

120 point on 120 point  
Helvetica Neue  
Condensed Bold

Lightbox Glass Size  
36"W x 72"H

Visual Opening  
35<sup>3</sup>/<sub>8</sub>" x 71<sup>3</sup>/<sub>8</sub>"

Duratrans-Second  
Surface Mount Onto  
1/8" Plexi





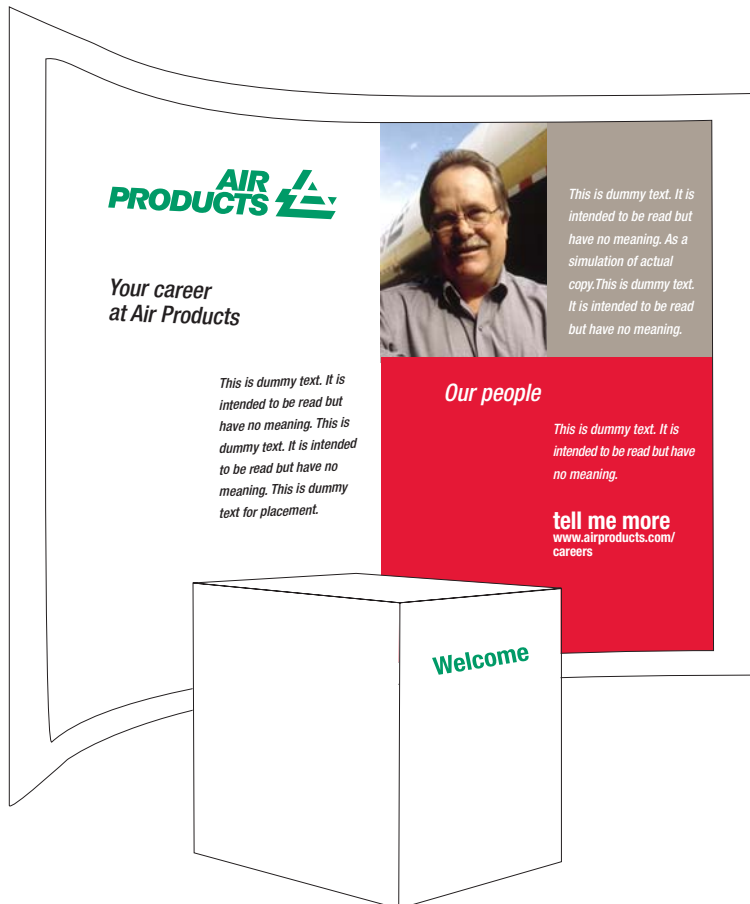
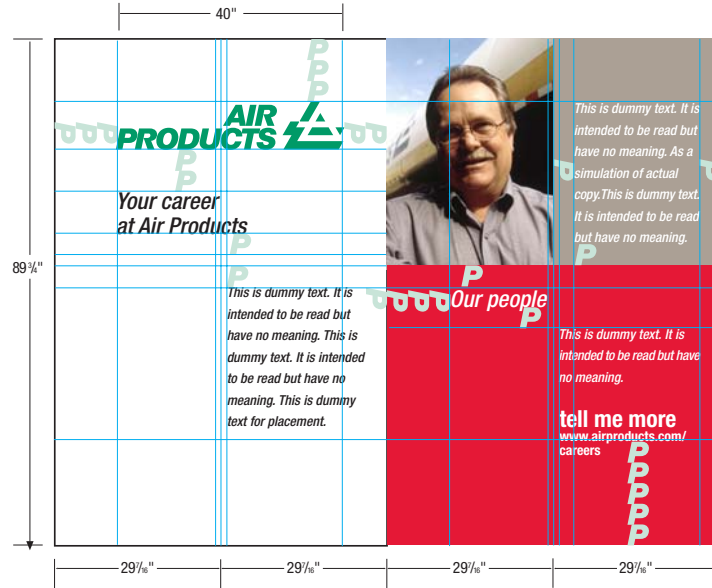


**tell me more**  
**300 point Helvetica Neue  
 Condensed Bold**  
**URL**  
**180 point on 180 point  
 Helvetica Neue  
 Condensed Bold**

**Dimensions for 4 panel 10'  
 Nomadic Unit (front  
 concave) – (4) 29 7/16" x  
 89 3/4"**

**3 mil front lamination and  
 15 mil back lamination.**

**Vendor to put any  
 necessary backing on  
 prints.**



# Two 10' Display Panels side-by-side 10.8

**tell me more**  
**300 point Helvetica Neue Condensed Bold**  
**URL**  
**180 point on 180 point Helvetica Neue Condensed Bold**

**Dimensions for 4 panel 10' Nomadic Unit (front concave) – (4) 29 7/16" x 89 3/4"**

**3 mil front lamination and 15 mil back lamination.**

**Vendor to put any necessary backing on prints.**



**8' Display Panel 10.9**

**tell me more**  
**300 point Helvetica Neue  
 Condensed Bold**  
**URL**  
**180 point on 180 point  
 Helvetica Neue  
 Condensed Bold**

**Dimensions for 3 panel 8'  
 Nomadic Unit (front  
 concave) – (3) 29 7/16" x  
 89 3/4"**

**3 mil front lamination and  
 15 mil back lamination.**

**Vendor to put any  
 necessary backing on  
 prints.**

