

further east



GRAPHICS GUIDE

ASIA-PACIFIC AMPLIFIED

Four days of networking. Hundreds of buyers and media to meet. Several options to ensure your message lands perfectly, at first glance.

Here's how to help your stand graphics Go Further...

PREPARING YOUR STAND TO GO FURTHER

Sleek, but inviting. Contemporary, with a hint of your regions traditions. Further East's stand designs mimic the show as a whole: breathtaking diversity unified by the urge to make APAC the world's definitive luxury destination. During four days in Bali, your stand is your home - where you'll meet, connect and collaborate with the best in the business.

We've designed our exhibitor packages so you can start your Further East experience as soon as you arrive in Seminyak. Simply send us your chosen graphics in advance and we'll build your stand to meet your requirements.

Please note that all graphics must be submitted and approved by **Friday 6 September.**

FURTHER EAST 2024

HOW IT WORKS

- 1 Follow the specs in this PDF to submit graphics for your exhibitor stand.
- 2 Submit graphics by **Friday 6 September.** Late fees apply for graphics received after this date.
- 3 Arrive in Bali with your business cards and let the networking begin – we'll take care of the rest.

4 - 7 NOVEMBER 2024

GRAPHIC REQUIREMENTS

- > For maximum impact, choose a striking hero image that best represents your brand.
- > If you are representing more than one property, consider combining two key images side-by-side.
- > Do not include any text or writing in the graphic – your stand will feature your brand name and stand number.
- > **Please do not include your brand logo.**

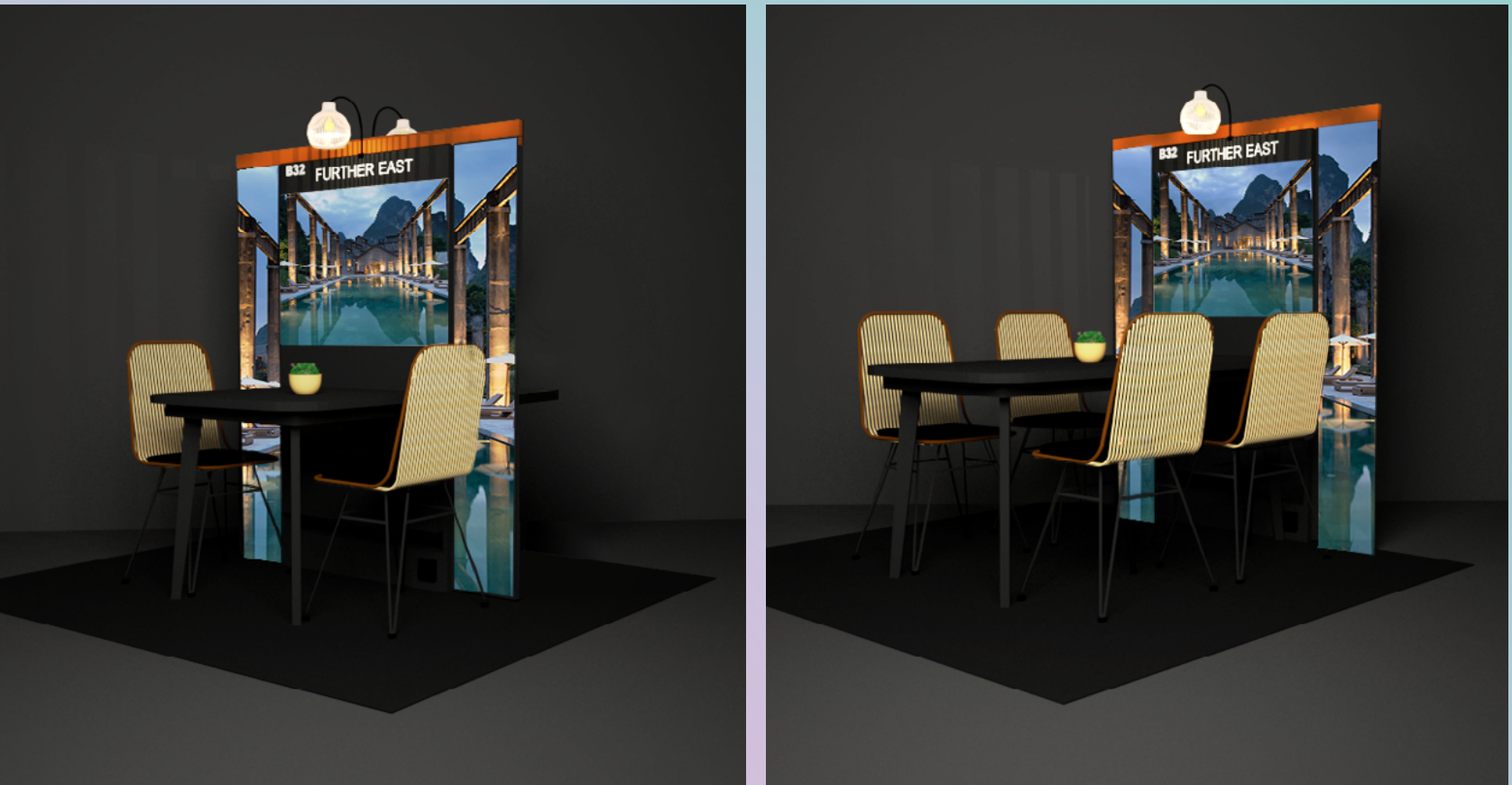
STANDARD



ENHANCED

Want to make a striking impression on the showfloor? Add 2-side panel graphics of your choice for just £399. For exhibitors on a distinguished stand this will all be included.

To upgrade your stand contact Ella Cootes at ella@thisisbeyond.com. Please note this option is not available for affiliates.



AFFILIATE

All exhibitors registered with an affiliate are required to submit standard graphics.

The option to upgrade to enhanced graphics is not available for this option. Instead, your affiliate's name will be written on 2 side-panels.



GRAPHIC SPECIFICATIONS

W 828mm

H 619mm

STANDARD



- > Standard graphic size: **828mm width x 619mm height**
- > Resolution: **300 dpi**
- > File types accepted: **A high quality PDF, EPS, Ai or Tiff**
- > Colour set-up: **CMYK**
- > **No guides, cut or crop marks** on the file
- > Please ensure **images are embedded** into your artwork file
- > **Do not include any text or brand logos**

GRAPHIC SPECIFICATIONS

UPGRADED
ENHANCED



- > The central graphic is as per the standard specifications
- > Enhanced graphics panel size:
281mm width x 1640mm height
- > Resolution: **300 dpi**
- > File types accepted:
A high quality **PDF, EPS, Ai** or **Tiff**
- > Colour set-up: **CMYK**
- > **No guide, cut or crop marks on the file**
- > Please **ensure images are embedded** into your artwork file
- > **Do not include any text or brand logos**



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2024

WE ARE LOOKING
FORWARD TO SEE YOU
IN SEMINYAK THIS
NOVEMBER

FURTHER EAST 2024

SUBMITTING YOUR GRAPHICS

Remember, all graphics must be submitted and approved by **Friday 6 September 2024**.

We'll have to charge a **late fee of £150** for any graphics we receive after this deadline.

[CLICK HERE TO SUBMIT YOUR GRAPHICS](#)

ANY QUESTIONS?

If you have any questions regarding submitting or upgrading your graphics, please contact **Ella Cootes** at ella@thisisbeyond.com