



GREEN EXHIBITION SERVICES
GALLAGHER CONFERENCE CENTRE
TEL: +27 (0) 11 312 0642
FAX: +27 (0) 11 312 0644

derek@greenexhibitions.co.za
www.greenexhibitions.co.za

HIGH QUALITY SIGNAGE

Green Exhibition Services produces top quality indoor or weather resistant outdoor signage. Our signage division offers high quality pull-ups, banners, digital print and sign writing. We specialize in hired signage for exhibitions, conferences & events but also supply permanent signage solutions for commercial and retail customers.

We tackle large commercial projects like re-branding the Coca Cola Dome to offering full logistical co-ordination, layout and positional planning for the signage at events such as Markex, Hostex, Computer Faire and the SuperSport Show.

We are ready to handle any demand you might have!



We are proud members:



1 INTRODUCTION

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The department is equipped with a Roland SC-540 SolJet Pro II printing machine, which delivers a high resolution output and is capable of printing on various materials such as vinyl, PVC and canvas. The machine automatically cuts out lettering and labels, such as directional footprints, ensuring a high quality professional finish.

We are ready to handle any demand you might have!



2 EVENT SIGNAGE

An important aspect of any exhibition is effective directional signage for both the exhibitors and the general public wishing to register and attend. GES have the experience and expertise to assist with the design and production of your signage strategy. We will design, produce, install, maintain and finally remove all event signage - all you have to do is approve the designs!

A typical turnkey solution for exhibition signage includes the following:

- Hanging aisle signs and banners inside the exhibition halls.
- Informational freestanding signs – usually at main registration informing about events, breakaway sessions, floor plans and exhibitor listings.
- Directional lollipop signs – directing visitors through registration and between exhibition halls.
- Directional footprints – leading visitors between exhibition halls.
- Parking signs – large outdoor signs indicating visitor & exhibitor parking areas and loading bays.
- Roadside banners – large banners advertising the event. These are canvas banners tied with rope. Banner “wraps” can be used to temporarily cover existing permanent signage installations.

In addition we are also available to produce custom banners, hanging signs or fascia signage as may be required by exhibitors at the event.

2.1 Sample Designs & Dimensions



Hanging Aisle Signs



Footprints



Lollipops



Freestanding Signs



Parking Signs



Roadside Banners

2.2 Aisle Signs



Aisle signs suspended from the ceiling are clearly visible throughout the venue to guide visitors to specific areas of the exhibition.

2.3 Footprints



Tracks of branded footprints show visitors the way between exhibition halls and to key locations within the exhibition.

2.4 Lollypops



"Lollypop" signs are easily erected at key direction change points, such as escalators and entry/exit points, to show visitors how to find their way around the venue.

2.5 Freestanding Signs



Large freestanding signs can include exhibitor listings, exhibition hall floor plans and the schedule of events for key presentations and break-away sessions.

2.6 Parking Signs



Large clearly visible signs lead the way to exhibitor loading bay access and visitor parking areas.

2.7 Roadside Banners



Banner wraps can be used on existing street signage to temporarily advertise your event (with municipal permission of course!).

2.8 Example Turnkey Exhibition Signage Plan



Aisle signs, footprints and freestanding sign

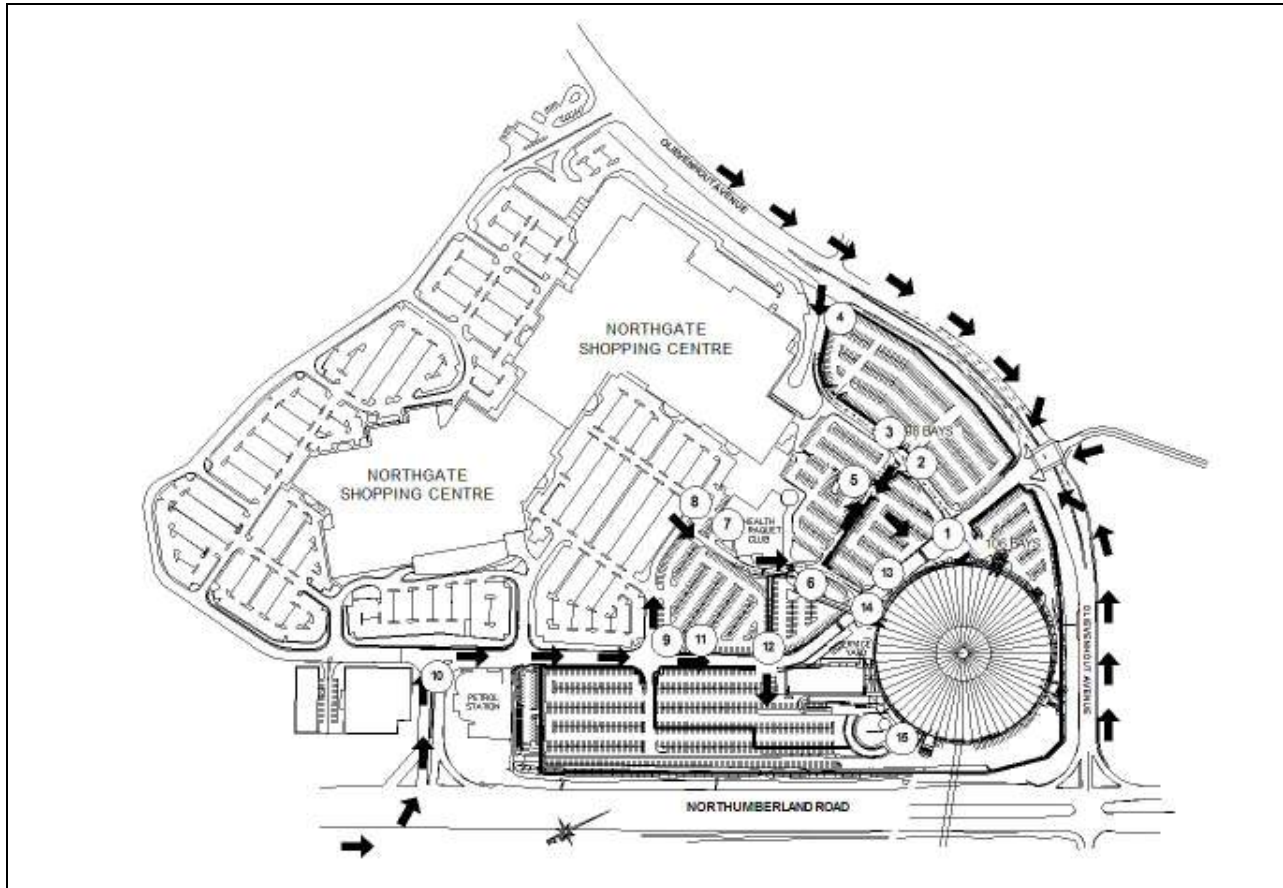


Full complement of directional lollypop signs

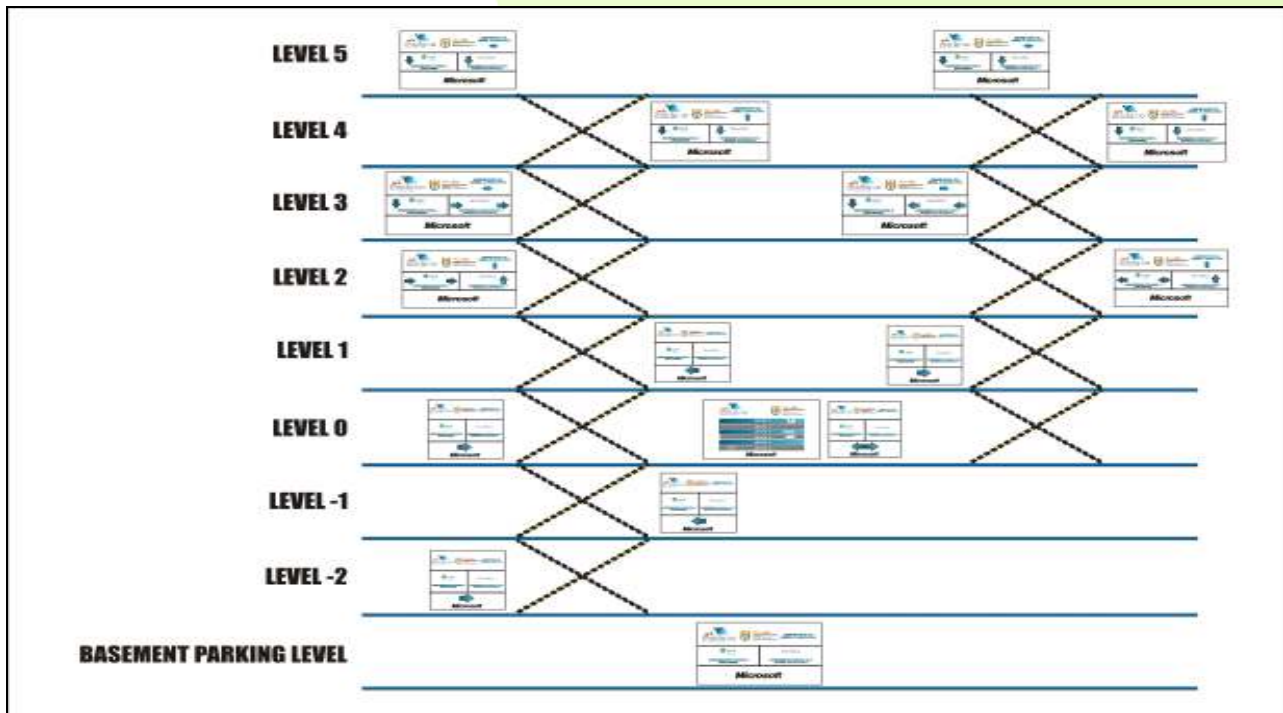


Full complement of parking signs and Sandton roadside banner wrap

2.9 Example Signage Layouts



Parking signage layout – the Northgate Dome



Interior signage layout – Sandton Convention Centre escalators

3 COMMERCIAL & RETAIL SIGNAGE

3.1 External Signage

We print, manufacture and erect large format, durable, UV resistant outdoor signage. We use the highest quality inks and materials which stand up to stringent color requirements (such as Coca Cola red) and do not fade in the hot African sun.



We re-branded the entire Northgate Dome complex for Coca Cola

3.2 Outdoor Banners

We print, manufacture and erect outdoor banners that are vibrant, durable and resistant to wind, weather and the Sun.



Outdoor banners (left) and external signage (right)

3.3 Hanging Banners

We print, manufacture and install large format hanging and wall-mounted banners.



Hanging banners in the foreground with wall-mount banners in the background

3.4 Frontage

We do sign writing on doors and windows for front-of-house – individual lettering or full color prints.



3.5 Pull-up Banners

We supply and print portable pull-up banners which can be easily and quickly erected anywhere indoors.



The pull-up banner rolls up into the base and comes with this convenient carrying case:



3.6 Vehicle Signage

We do sign writing on vehicles – individual lettering or full color decals.



4 SERVICE PORTFOLIO

Green Exhibition Services have been active in the exhibition & conference industry for more than ten years. Here are some highlights of our signage projects.

Turnkey Exhibition & Event Signage:

- Afribuild & Airports Industry Showcase
- Afriwater
- Beauty Africa
- Biotech Africa & Airports Industry Showcase
- Blue IQ
- Bridal Africa
- SABSA – Business School Expo
- Computer Faire
- Digital Life Expo
- Discovery Invest Leadership Summit
- EMC²
- FASA
- Futurex
- Hardex
- Homemakers Expo
- Hostex
- HSBC Launch
- Insite – International Science & Technology Expo
- Markex
- National Antiques & Decorative Arts Faire
- SAFTA Awards
- Securex
- Sustain
- Supersport Show
- The National Boat Show
- The Sunday Times Food Show
- The Travel Expo
- The World Petroleum Congress
- Watersport Africa

Commercial & Retail:

These are too numerous to list. Our most notable signage project was the re-branding of the entire Northgate Dome complex for Coca Cola (see page 9).