



# Stonegal Stand



**STONE.GAL**

**EXPO & CONGRESS**

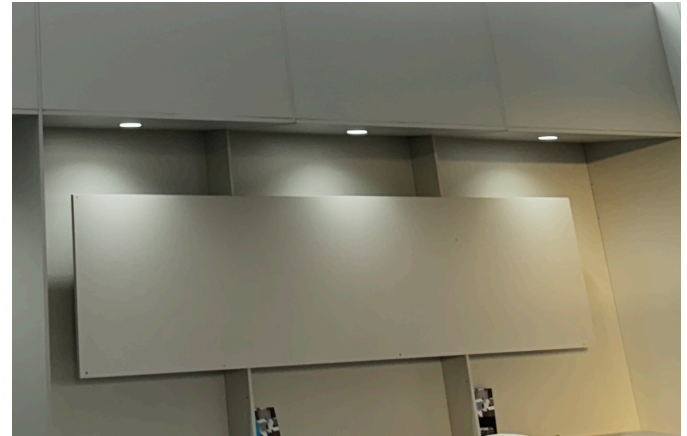
**3 4 & 5 JUN 2025**



## A new modular stand concept

In search of a general image of the Expo in accordance with the standard of the Natural Stone industry, and the architectural context of the Expo itself due to the physical coincidence with the Congress, from the organization of Stonegal we have developed a modular stand of our own design, where the finish and materials mark a distance from what has been common in this type of events.

Being a differential attraction while creating a much more suitable environment and allowing a more successful use of the exhibition space for both the brands and the products to be exhibited.



Thus, we have achieved a balance between cost and presence in terms of aesthetics, generating a warm atmosphere with indirect lights and large spaces for the exhibition of large samples or materials with volume.

Likewise, we have tried to use neutral colors in which customization and decoration with own brand elements are easy where any color, including white, has the possibility of standing out.

## Materials and finishes

The finish is another of the elements that have been defined as important, since melaminates allow a literal cleaning of the surfaces that no other material or finish allows.

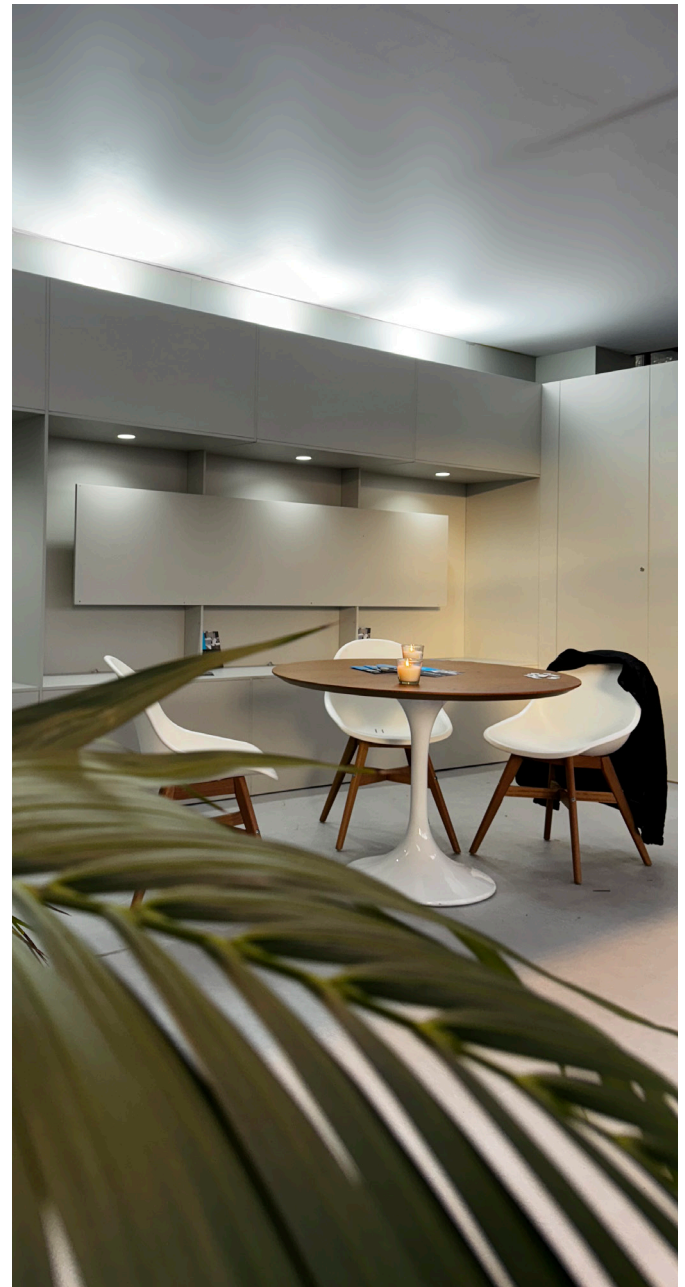
To top it off, never better applied, in the 72m version you can have a white textile ceiling that reflects the lighting very well and creates a more intimate atmosphere, inviting you to enjoy the space for much more time.

And with a perimeter bezel in satin black textile surface that will be used for Brand presence.



Another key factor has been the use of furniture according to the design, where wood and polypropylene provide greater warmth to the environment. In this way, a feeling of comfort is once again achieved that cannot be compared with the standard of the modular stands in use.

The exhibitor has the possibility of easy and comfortable customization that does not penalize the presence of the stand as a whole.





## Change of proportions

Another feature of the Stonegal stand is the change to 60/60 proportions. By optimizing the manufacturing measurements in inches of the standard board, we have standardized all the proportions of the stand to this format, achieving a much more aesthetic and natural visual proportion than with measurements based on meters.

This is perceived both in the visual aesthetics and in the sensation within the space. Everything matches perfectly, from the measurements of TV screens to the standard formats of natural stone samples.



This change in proportions and perspectives, added to the lighting, creates spaces that, in addition to being pleasant, result in a very differential spaciousness. Everything seems more spacious and comfortable.

In line with these measures, the warehouse(s) also have much more adequate and usable space. Without a doubt, a new paradigm of using spaces and heights that will make working hours at a Stonegal stand a more functional and comfortable experience.





## Business orientation

With almost 100% focus on the visual image that Stonegal will have at both the Expo and the Congress, and with the idea of achieving a greater visual impact but also a better positioning of the product, a large illuminated surface has been designed in the main wall of the stand to quickly and easily implement large granite or marble samples.

This will allow, with very little transport burden, to be able to have highly useful and easy-to-manipulate samples as well as incorporate other types of visual marketing or signage in a prominent and first-view space.

In the exhibitor's manual you can find the characteristics and costs most appropriate for each exhibitor.

The standardized measurements are as follows:

M2	CONFIG.	STORAGE	LIGHTING
18	Corner	1X1.5m2	12X9K
36	1/2 Island	1X1.5m2	16X9K
72	Island	2X1.5m2	24X9K

Regarding height and furniture:

M2	FURNITURE	HEIGHT	EXTRAS
18	2.50m	Table/3chairs	
36	2.50m	Table/3chairs	
72	4.00m	2XTV table/3chairs	TV

There are customization possibilities from 36m2 subject to availability and dates.

The hiring of Stonegal stands will be available from **June 1, 2024** until **March 1, 2025**.

Once that date has passed, it will be subject to the evolution of spaces and preferred exhibitors according to order of arrival at the time of contracting.

Extras not included in the models and customizations will be subject to availability and early hiring.

The TV included in the 72m2 Stonegal Stand is 65” and does not include special configuration or the possibility of detaching the stand.

For any extra need both even space or any needs please refer to organization.

### **Organización:**

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