

2.4m  
HIGH

# Help us do more for seriously ill children

Your support here  
today will make a  
real difference to  
precious young lives



  
Birmingham  
Children's Hospital  
Charity

Doing more for sick kids

We exist to make things better  
for children, their families and  
the staff who treat them at  
Birmingham Children's Hospital





## Shell-Clad Display Frame

our smart alternative to the traditional pop-up stand

**CLIENT** Birmingham Children's Hospital Charity

**EVENT** Numerous fundraising events

**STAND** 3m (shown) and 2m versions

**USPs** Packs away into two cricket/hockey bag sized canvas cases so...

...can be transported on the back seat of your car

Two sided frame as standard, so two displays on a single footprint

Highly durable, contemporary (minimalist) frame design

Flat frame design, so no wasted floor space

One single graphic per side so 100% seamless

Graphics easy and inexpensive to change

We are happy to sell you a pop-up if you insist, but we'd much rather sell you one of our modern, contemporary display frames

Not because they are more expensive (which they are), but because they look vastly better and they offer so much more:-

**COVERAGE I** Our 3m frame delivers 6.78 sqm of graphics coverage Vs the 6.5 sqm of a standard "3x3" pop-up ... but the pop-up's 6.5 sqm INCLUDES the ends that wrap around to the back of the frame

**COVERAGE II** These frames are two sided so, for the cost of one additional graphic, you can double your graphics coverage

**FLEXIBILITY** To convert our 3m frame to a 4m frame, all you have to do is add 3 x horizontal bars and a 4m graphic. Ditto reducing it down to a 2m frame - you can't do this with a pop-up system

**IMPACT** Our graphics are single piece light blocking printed graphics, meaning that they are 100% seamless in every respect and far easier to apply

**LONGEVITY** These frames will last your many years if cared for. Graphics take just minutes to fit, so you can have 1 x frame and a choice of graphics depending on what you want to say; where and when!

**OPTIONS** You can (at the time of order or retrospectively) accessorise these frames with LED spotlights, flat screens, literature racks, goodie bag holders, iPad stands etc.

**NOTE:** This frame is compatible with our StandBuilder System (see separate card) so it can become the basis of a far more sophisticated display system down the line if you so choose