

Exhibition Stand Design Brief Form

This form is intended to help you compile information for your stand design. This information ensures that we understand what you need your exhibition stand to achieve, and will lead to a more creative and bespoke design. If you already have a comprehensive brief you may wish to use this form as a check list.

Client Details:

Contact Name:	<input type="text"/>	Email Address:	<input type="text"/>
Job Title:	<input type="text"/>	Website:	<input type="text"/>
Company Name:	<input type="text"/>	Telephone No:	<input type="text"/>
Address:	<input type="text"/>	Fax No:	<input type="text"/>

Do you have a set budget for this stand?

If so, what is your budget?

Is it for this show only?
(please detail if not)

What does your budget need to cover? (e.g. stand structure only or other items such as design and production of graphics, flooring, installation / dismantling, services, etc.)

Show Details:

Show Details:	<input type="text"/>	Date Design Required:	<input type="text"/>
Show Dates:	<input type="text"/>	Venue Details:	<input type="text"/>
Stand Number:	<input type="text"/>	Organisers Details:	<input type="text"/>
Organisers Telephone No:	<input type="text"/>		

Stand Details:

Stand Dimensions:

(Please supply additional sketched plan view if possible or advise whether back wall only, back wall and right wall or back wall and left wall - as you look at the stand).

Do you have a hall plan? Yes / No (Please supply if YES)

Have you booked - Shell Scheme / Space only?

Are there any height restrictions? If Yes please detail:

Is there anything on the stand which needs to be hidden, such as pillars?

Stand Requirements:

Sales / Presentation Area Additional info:
Yes / No

Office Area Additional info:
Yes / No

Storage Area Additional info:
Yes / No

Hospitality / Bar Area Additional info:
Yes / No

Discussion Area Additional info:
Yes / No

Furniture

Yes / No

Additional info:

Audio Visual Requirements

Yes / No

Additional info:

Lighting Preferences

Yes / No

Additional info:

Showcases

Yes / No

Additional info:

Literature Dispensers

Yes / No

Additional info:

Raised Platform (Specify finish)

Yes / No

Additional info:

Floor Covering Only

Yes / No

Additional info:

Additional Information:

Your Stand Design:

What are your reasons for attending this show and which particular products / services are you looking to promote? (Please supply as much product information as possible, including dimensions, weights etc.)

Do you have any other shows planned within the next 12-18 months?

What was your last stand like? What worked well for you? What did you like about it? What didn't you like?

What styles of exhibition stand do you like / not like? If possible supply examples

What image should your stand portray? Would you like it to have a particular feel or theme?

What are the most important messages / images that you would like to get across in the time it would take someone to walk past your stand?

Do you have Brand Guidelines, Graphics Material or Electronic brochures that you like included in the design? Have you attached these images? If not please advise where these can be obtained.

Are there any specific colours that should be used or avoided in the design?

Are there any other details.