

Stand Design Brief Form

This form is intended to help you compile information for your stand design. This information ensures that I 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.

Click the submit button when completed

submit



Please note that you cannot save data typed on this form. To keep a copy please print.

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:

| | | | |
|---------------------------|----------------------|-----------------------|----------------------|
| 1st Show Date: | <input type="text"/> | Date Design Required: | <input type="text"/> |
| Show Name: | <input type="text"/> | Venue Name: | <input type="text"/> |
| Stand Number: | <input type="text"/> | Organisers Name: | <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

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
Yes / No Additional info:

Office Area
Yes / No Additional info:

Storage Area
Yes / No Additional info:

Hospitality / Bar Area
Yes / No Additional info:

Discussion Area
Yes / No Additional info:

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:

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 styles of exhibition stand do you like / not like?

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 any specific graphic material / company logos etc. that you would like included in the stand design? Have you attached these images? If not please advise me where I can get them from.

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

Are there any other details.