

EXHIBITION DESIGN BRIEF	
Company Name:	Main Contact:
Tel No:	Fax No:
Mobile No:	Date:
Address:	
Email address:	
Company website: www.	
Date you require our written proposal:	
1. <i>What is your budget?</i>	5K – 10k <input type="checkbox"/> 10K - 25K <input type="checkbox"/> 25K - 50K <input type="checkbox"/> 50K+ <input type="checkbox"/> Please specify your budget £ <input style="width: 80px;" type="text"/>
2. <i>Is this budget for this show only?</i>	Yes <input type="checkbox"/> No <input type="checkbox"/>
3. <i>Please supply details of the exhibition.</i>	Exhibition Name: Venue: Stand No: Exhibition Organisers: Telephone No: Can you supply a hall floor plan? Yes <input type="checkbox"/> No <input type="checkbox"/>
4. <i>What are the dates of the exhibition?</i>	Start <input style="width: 60px;" type="text"/> / <input style="width: 30px;" type="text"/> / <input style="width: 30px;" type="text"/> Finish <input style="width: 60px;" type="text"/> / <input style="width: 30px;" type="text"/> / <input style="width: 30px;" type="text"/>
5. <i>Stand size and type</i>	Width x Depth (m) Shell Scheme <input type="checkbox"/> Space Only <input type="checkbox"/> Corner Stand <input type="checkbox"/> End of Aisle <input type="checkbox"/> Middle Aisle <input type="checkbox"/> Island Stand <input type="checkbox"/> Open on how many sides? 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> Are there any height restrictions? Yes <input type="checkbox"/> No <input type="checkbox"/> If yes please specify

<p>6. Are you attending any other exhibitions for which you plan to reuse the exhibition systems?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please supply details including dates, exhibition names and stand sizes.</p>
<p>7. Do you have any existing exhibition systems you wish to use?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please supply details</p>
<p>8. How do you want the message to be put across?</p>	<p>Standard reusable systems <input type="checkbox"/> Custom Build <input type="checkbox"/></p> <p>Graphics <input type="checkbox"/> Presentation <input type="checkbox"/> Video <input type="checkbox"/> Live Demonstration <input type="checkbox"/></p> <p>Themed <input type="checkbox"/> Other, please specify <input type="checkbox"/></p>
<p>9. What standard exhibition systems do you require?</p>	<p>Multibanners <input type="checkbox"/> Pop-ups <input type="checkbox"/> Twist Systems <input type="checkbox"/> Panel & Pole <input type="checkbox"/></p> <p>Counters <input type="checkbox"/> Shelving <input type="checkbox"/> Literature Racks <input type="checkbox"/> Storage Units <input type="checkbox"/></p> <p>Display plinths <input type="checkbox"/> Other please specify <input type="checkbox"/></p>
<p>10. Do you wish to purchase or hire systems?</p>	<p>Purchase <input type="checkbox"/> Hire <input type="checkbox"/></p>
<p>11. Do you require any of the following?</p>	<p>Meeting area <input type="checkbox"/> Hospitality area <input type="checkbox"/> Office area <input type="checkbox"/></p> <p>Bar area <input type="checkbox"/> Seating <input type="checkbox"/> Table & Chairs <input type="checkbox"/> Reception desk <input type="checkbox"/></p> <p>Raised floor <input type="checkbox"/> Carpeting <input type="checkbox"/> Disabled ramp <input type="checkbox"/> Floral displays <input type="checkbox"/></p> <p>Demo area <input type="checkbox"/> Other please specify <input type="checkbox"/></p>
<p>12. What other services, facilities do you need?</p>	<p>Electricity <input type="checkbox"/> ADSL/Data <input type="checkbox"/> Water <input type="checkbox"/> Waste Water <input type="checkbox"/></p> <p>Computers <input type="checkbox"/> Monitors <input type="checkbox"/> Plasmas <input type="checkbox"/> DVD Player <input type="checkbox"/></p> <p>Clothing <input type="checkbox"/> Hospitality <input type="checkbox"/> Name Badges <input type="checkbox"/> Gifts <input type="checkbox"/></p> <p>Photography <input type="checkbox"/> Video <input type="checkbox"/> Brochures <input type="checkbox"/> Scanner Pens <input type="checkbox"/></p> <p>Other, please specify <input type="checkbox"/></p>
<p>13. What are you exhibiting?</p> <p>Please give quantities, sizes and weight of any larger items that may be displayed</p>	

<p>14. Which market are you targeting?</p>	
<p>15. What are your key messages?</p>	
<p>16. Do you have a corporate style for the stand or any existing design and graphics you wish us to follow?</p>	
<p>17. What other specific display requirements do you have, not covered by the details above?</p>	
<p>18. What products/services do you supply?</p>	
<p>19. Further Information?</p> <p><i>Please supply any relevant company literature which will assist us in designing your stand.</i></p> <p><i>What worked well at previous shows? What would you change? Have you got photos of previous shows?</i></p> <p><i>Further notes - PTO</i></p>	
<p>20. Please give an alternative point of contact in case of holidays or absence?</p>	<p>Alternative Contact Name: Phone no:</p> <p>Email address: Mobile:</p>