

Design Brief

To assist us to understand your objectives for exhibiting and the practical considerations that are required we have prepared the following design brief questionnaire.

To help us to help you please take a few minutes to complete this questionnaire and fax it back to us. This will become the starting point for our design development for your winning exhibit.

Your Details

Contact: _____

Company Name: _____

Address: _____

Address: _____ State: _____ Post Code: _____

Telephone: _____

Facsimile _____

Mobile: _____

Email _____

Website: _____

The Show

Name of the Show/s _____

Stand Size & Stand Number _____

Venue _____

Can you provide a floor plan of the show?

Have you exhibited before?

Have you exhibited or do you intend to exhibit at other shows?

Style Guidelines

Do you have a corporate identification or brand style guide? If so please provide.

Is there a particular theme or style you would like to adopt for your exhibit?
Is this style reflected in your Brochure, Website or a Recent Advertising Campaign?

Do you have an initial plan or an established plan you would like us to follow?



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Where does your company fit into the market?

Eg. Manufacturer, Wholesaler, Retail, Service Provider etc

What is the profile and demographic of your client base?

Eg Business, Public, Government, / Young Old Male Female / Local, National, International

What is your company's market position relative to your competitors?

Eg Market Leader in Your State, Top Five Nationally, Emerging New Business, Niche

Marketer etc

What message are you trying to communicate?

We Suggest some key points to communicate

1. Who you are
2. What you do
3. What is special about what you do
4. What is your special offer

Your Message

1.

2.

3.



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Product

What type of products or services (or ranges) do you wish to exhibit?

Is there a feature product, new release or focus on a particular product focus at this event?

Will you be demonstrating any of your products or services? If so how?

Please provide information on the number and size of products to be displayed.

Signage and Graphics

Company Name and Logo. Please provide samples.

Corporate Message/ Point of Difference / Special Offer. Please provide samples

Products / Brands / Services

Practical Considerations

Please give an indication of the elements you require to be incorporated in the stand design.

Item	Comment
How Many Staff will be on the Stand	<hr/>
Reception or Information Counter	<hr/>
Open Meeting Area -Table & Chairs Qty	<hr/>
Enclosed Office / Meeting Room/s	<hr/>
Lounge Area	<hr/>
Food and Beveridge Service	<hr/>
Brochure Display/s	<hr/>
Give Aways	<hr/>
Storage Room	<hr/>
Storage Cupboard	<hr/>



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Computer Demonstration PC's _____
Practical Demonstration Area _____
Waste Disposal / Rubbish _____
Shelving, Plinths, Showcases _____
Telecommunications - Phone Fax Eftpos _____
Networking Cables _____

Other Specific Requirements

Your Budget

By providing your budget you are assisting us to focus on providing the best value for money approach to achieving your objectives. If you do not have a set budget for this event we can help you to establish one quite quickly.

The Budget _____ plus 10% GST

Including _____

