

Custom Stand Design Brief



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Exhibition/Expo Hire Design Brief

Planning your objectives, requirements and budget are important considerations in the design development process. To assist us in creating the best solution to meet your requirements and objectives please take a few minutes to complete the following. (Refer to the Contact Us section for return details.)

Your Details			
Contact:			
Company Name:			
Address:			
	State:		Post Code:
Telephone:			
Facsimile:			
Mobile:			
E-mail:			
Website:			
Current Date:		Installation Required by:	

Event Details (if known)	
Name of Show:	
Open & Close Dates:	
Stand Size & Location/Type:	
Venue:	
Have you exhibited before?	
Do you intend to use this stand to exhibit at other events?	

Key Message
Consider the key messages you want to communicate, they may include who you are, what you do, what is special about you or your special offer
1.
2.

Marketing Objectives
<ul style="list-style-type: none">Why are you exhibiting, list your key objectives, examples include launching a new product, branding only, make sales, meet with clients
1.
2.
3.
4.

Background Details

Briefly describe your business background, who are you and what do you do eg market leader in fashion retail or emerging service provider to niche telecommunications market.

Provide a brief profile of your client base or target market.

Style Guidelines

Is there an established plan to be followed?

Do you have a brand style guide or corporate identification?

Is there a particular style, theme or slogan, such as a recent advertising campaign, brochure or website, which you would like to replicate in your exhibit?

Do you have a vision for the 'look and feel' of your stand, the colours, finishes and ambience? If possible summarise your vision including descriptive words.

Product/Service to be promoted

What type of products or services do you wish to promote, will you be demonstrating any of these, if so how?

Budget

We have a number of options from individually designed and manufactured stands to pre-designed packages to meet the full range of requirements and budgets. To assist us in determining the best solution to meet your requirements, please supply an indicative budget.

Design Restrictions

To your knowledge are there any restrictions which may impact on the design such as ceiling height, venue columns, access restrictions (eg small elevator), built inside a marquee etc?

Practical Considerations	
Indicate whether the following elements are required to be integrated and provide any relevant details.	
Item	Details/Requirements
Number of staff on the stand	
Open meeting area with tables & chairs	
Enclosed meeting area or meeting room	
Information Counter or reception	
Lounge area	
Food & beverage service	
Brochure and literature displays	
Product displays, plinths, shelving or showcases	
Storage cupboard	
Storage room	
Computer demonstration	
Audio Visual presentation	
Telecommunications; phone, fax, modem, eftpos	
Networking cables	
Additional power or lighting requirements	
Raised or feature flooring	
Practical demonstration area	
Signage & Graphics; logo, company name, corporate message	
Rigging overhead for suspension of signage or other display elements	
Waste disposal or rubbish	
Other specific requirements:	

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