

**design brief**

**questionnaire**

**Thank you for the opportunity to provide a FREE design proposal.**

Below is a series of questions that form your design brief to us, please provide as much information as possible to ensure our design and your requirements are on the right track.

**Contact Details**

* Company Name *Click here to enter text.*
* Email address *Click here to enter text.*
* Direct phone number *Click here to enter text.* Fax number *Click here to enter text.*
* Company address: *Click here to enter text.*

**The Show:**

* Size and location of stand *Click here to enter text.*
* Have you exhibited before in this show? *Click here to enter text.*
* Do you intend to exhibit at any other shows? *Click here to enter text.*
* Will this stand be used at another show or is it a one off? (If you would like to re-use the stand at a later show please advise us) *Click here to enter text.*
* What is the main purpose of your stand? (i.e. *Brand awareness, Product sales, Product information) Click here to enter text.*
* Your main objectives for exhibiting? *(e.g. Achieve 25% increase in sales, source potential new clients, find new distributors)* *Click here to enter text.*

**Company in Brief:**

* Where does your company fit in to the market? *Click here to enter text.*
* What is the profile and demographic of your client base? *Click here to enter text.*
* What is your company’s market position relative to your competitors? *(i.e. top five, new business, market leader) Click here to enter text.*
* Who is your target audience? *Click here to enter text.*
* What message are you trying to communicate? *(i.e. who you are, what you do, what is special about what you do, what is your special offer) Click here to enter text.*

**Your Product or Service:**

* What type of products or product ranges do you wish to exhibit? *Click here to enter text.*
* Is there a feature product, new release or a focus on a particular product at this event? *Click here to enter text.*
* Will you be demonstrating any of your products or services? If so which items and how? *Click here to enter text.*

**Exhibition Stand:**

* How many staff will be on the stand? *Click here to enter text.*
* Do you require reception or information counter/s? – Qty? *Click here to enter text.*
* Will you require a meeting area-table and chairs or lounge settings? – Qty? *Click here to enter text.*
* Do you require an enclosed office/meeting room/storage? – Size? *Click here to enter text.*
* Food and Beverage service? *(Barista coffee station or self serve?) Click here to enter text.*
* Demonstration - display area required? *Click here to enter text.*
* Overhead rigging for banners or products? *Click here to enter text.*
* Brochure displays? – Qty *Click here to enter text.*
* Storage room/s and or cold storage? *Click here to enter text.*
* Audio visual equipment required? *(plasma screen, computers, speakers, projector etc) Click here to enter text.*
* Shelving, plinths, showcases? *Click here to enter text.*
* Telecommunications? *(phone, fax, modem, eftpos etc) Click here to enter text.*
* Furniture – Themeing requirements? *Click here to enter text.*
* Graphics and Signage requirements? Light boxes? *Click here to enter text.*
* Flooring needs – Carpet or Raised Floor with edging – Colour? *Click here to enter text.*

**Style Guidelines:**

* Do you have a corporate identification or brand style guide? *Please provide details Click here to enter text.*
* Is there a particular theme or style you would like to adapt for your exhibit? *Is this style reflected on your brochure or on your website? Please provide details Click here to enter text.*
* What is the main message you want to communicate? *(Eg. Who you are – Parent Company, Event Special offers, New Products, Industry leader or New Product launch) Click here to enter text.*

**Signage and Graphic files: *(please provide in the following formats)***

* Company Logo minimum resolution of 300 dpi (formats EPS, PSD, JPEG, PDF and PNG)
* Additional images to be JPEG files 300 dpi

**Budget:**

This figure is what you plan to spend on the design, construction, fit-out and installation of your stand. **Total Amount: $** *Click here to enter text.*

I look forward to receiving this information so we can start designing your display. If you have any questions or need further details on our services, please do not hesitate to contact me.