



CUSTOM EXHIBITION BRIEFING APPLICATION

PART ONE | COMPANY INFO

THIS WILL HELP US KEEP THE STAND DESIGN CONSISTENT WITH YOUR COMPANY PROFILE, IMAGE AND OBJECTIVES. PLEASE ALSO ATTACH RECENT MARKETING COLLATERAL AND COMPANY LOGO ALONG WITH ANY OTHER SUPPORTING DOCUMENTS OR INSPIRATION YOU MAY HAVE

COMPANY NAME			
CONTACT NAME		CONTACT NUMBER	
EMAIL ADDRESS			
YOUR COMPANY'S PRODUCTS & SERVICES			
TARGET MARKET, DEMOGRAPHIC/ CUSTOMER PROFILE			

PART TWO | EXHIBITION INFO

PLEASE PROVIDE INFORMATION REGARDING THE EXHIBITION IN WHICH YOUR COMPANY WILL BE SHOWCASING.

DATE			
EXHIBITION NAME			
VENUE		STAND #	
BUMP IN TIME		BUMP OUT TIME	
EXHIBITION START TIME		EXHIBITION FINISH TIME	
		BUMP OUT COMPLETION TIME (what time do we need to vacate the site?)	



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PART THREE | BOOTH INFO

PLEASE PROVIDE AS MUCH INFORMATION AS POSSIBLE ALLOWING US TO DESIGN A STAND WHICH WILL ALLOW YOUR COMPANY TO MAXIMISE EXPOSURE AND REACH OBJECTIVES. PLEASE ALSO ATTACH ANY IMAGES OF STOCK, PRODUCTS AND ITEMS YOU MAY WANT TO DISPLAY ALONG WITH INFORMATION REGARDING COMPETITIONS OR ACTIVITIES IF APPLICABLE.

VENUE			
STAND NUMBER?		FLOOR PLAN ATTACHED? (YES/NO)	
SIZE OF BOOTH?		HOW MANY OPEN SIDES?	
IS YOUR STAND A SHELL SCHEME OR SPACE ONLY STAND?		HOW MANY STAFF WILL MAN YOUR STAND AT ANY ONE TIME?	
HOW MUCH STORAGE SPACE DO YOU REQUIRE FOR PROMOTIONAL ITEMS?		DO YOU REQUIRE A PLASMA/LCD/LAPTOP? (ALLOCATE QUANTITY REQUIRED)	
WHAT PRODUCTS WILL YOU BE SHOWCASING AND HOW MUCH DISPLAY SPACE DO YOU REQUIRE?		BUDGET (APPROX)?	
NUMBER OF MEETING SPACES REQUIRED?		DO YOU REQUIRE A RECEPTION DESK?	
DO YOU HAVE SPECIAL REQUIREMENTS FOR POWER OR LIGHTING?			
IS THE STAND FOR ONE USE OR DO YOU REQUIRE THE STAND TO BE RE-USED FOR MULTIPLE EXHIBITIONS? Y/N		IF SO, DO YOU REQUIRE STORAGE BETWEEN SHOWS?	
WHAT DECOR (FURNITURE, LIGHTING, ETC) IS REQUIRED?			
OVERALL THEME/FEEL (CORPORATE, BRAND SPECIFIC, MODERN, EXPERIENTIAL ETC)?			

*PLEASE ATTACH IMAGERY AS REQUIRED