**EXHIBITION STAND DESIGN BRIEF**

**CLIENT DETAILS:**

|  |  |  |  |
| --- | --- | --- | --- |
| Company Name: |  | Tel No.: |  |
|  |  |  |  |
| Company Address: |  | Fax No.: |  |
|  |  |  |  |
| Contact Persons: |  | Website: |  |

|  |  |
| --- | --- |
| Brief description ofwhat your company does: |  |

|  |  |
| --- | --- |
| Objectives of the exhibition stand: |  |

**SHOW DETAILS:**

|  |  |  |  |
| --- | --- | --- | --- |
| Show Name: |  | Budget / Cost Required: |  |
|  |  |  |  |
| Show Dates: |  | Venue Details: |  |
|  |  |  |  |
| Stand Number: |  | Organizer’s Details: |  |

**STAND DETAILS:**

|  |  |  |  |
| --- | --- | --- | --- |
| Stand dimension: |  | Floorplan: | (Please attach latest floorplan with this document) |
|  |  |  |  |
| Stand layout: |  All sides open Two side open stand Three side open stand One side open stand Shell scheme Single-storey Double-storey | How does your company wish to present itself? |  Traditional Modern Innovative Open |

|  |  |
| --- | --- |
| Color Scheme |  |

**STAND REQUIREMENTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **FLOORING PREFERENCE** |  Wooden Flooring Lighted Flooring Wooden Parquet Carpet Combination of glass and wood Other Customized Ideas | **RECEPTION** **COUNTERS/****FURNITURES****STORAGE** |  Reception Storage Bar counter  Other Customized Ideas |

|  |  |
| --- | --- |
| Additional Info: |  |

**MEETING**

**ROOMS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  Closed |  Open |  Persons | Quantity |
|  VIP |   |   |  |  |
|  Conference |   |   |  |  |
|  Meeting |   |   |  |  |
|  Seating |   |   |  |  |

|  |  |
| --- | --- |
| Additional Info: |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **A/V****LIGHTING****SYSTEMS** |  LED LCD Plasma Seamless Other Customized Ideas | **PRODUCTS** | Are there products on the stand? Yes NoProvide product lists with pictures, weight, size and quantity. Advise how much power it needs. |

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| --- | --- | --- | --- |
| **GRAPHICS** |  Vertical Horizontal Sticker Light box | **LOGOS** |  Sticker Cut-out 3D Back lit 3D Cut-out 3D Lit  |

|  |  |
| --- | --- |
| Additional Info: |  |

**DESIGN GUIDELINES: (If you have any additional requirements, please indicate below)**

|  |
| --- |
| (Please supply corporate ID specifications and Pantone colors, guidelines) |