**EXHIBITION STAND DESIGN BRIEF**

**CLIENT DETAILS:**

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

|  |  |
| --- | --- |
| Brief description of  what 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  No  Provide 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)**

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