

# BRIEFING



## Company details

Name .....  
Contact .....  
Chamber of commerce .....

## Exhibition & stand details

Name exhibition .....  
Start & ending date ..... untill: .....  
Location ..... City .....  
..... Stand no. ....

Type stand  corner stand  island stand  peninsula stand  row stand

Size ..... x ..... = ..... m<sup>2</sup>

Max. height ..... meters

Obstacles .....

Rented space .....

Remarks .....  
.....

## Exhibition details

Field of work .....  
.....

Products & services .....  
.....

Goals for show .....  
.....

Theme for show .....  
.....

Planned activities .....  
.....

Number of personnel .....

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## Wishlist for stand

Raised floor  yes  no (please note cabling)

Second floor  yes  no .....

Type of flooring .....

Specific wishes

Pantry .....

size .....

.....

Storage .....

equipment .....

.....

Meeting room private/semi-

private .....

.....

.....

Bar .....

yes or no, important? .....

.....

Displays custom made / .....

BYO .....

.....

.....

.....

electricity for products .....

Showcases products to be .....

presented .....

.....

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Seating .....  
yes/no .....  
number (customers/personnel) .....  
high/low/lounge .....

Planting .....  
yes/no .....  
.....

Usage of own materials/ .....  
elements .....  
.....

## Purpose of stand

Main reasons for attending show

- hospitality existing relations
  - launch of new product
  - informing potential leads
  - hospitality new relations
  - Other
  - gaining leads
  - launch of new corporate identity
  - Direct sales
- .....  
.....

## Look & feel

- modern
- hi-tec
- eye-cating
- corporate
- cosy
- chicque
- hip

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## Contraction

open

light

high

.....

## Audio Visual

	use	no.	placement	by client
Beamer	.....	.....	.....	yes/no
Laptop	.....	.....	.....	yes/no
PC	.....	.....	.....	yes/no
LED screen	.....	.....	.....	yes/no
TFT Screen	.....	.....	.....	yes/no
Software	.....	.....	.....	jyes/no
Sounds	.....	.....	.....	yes/no
Videocamera	.....	.....	.....	yes/no
Internet	.....	.....	.....	yes/no

## Graphics & Decoration

logo(s)

.....  
.....  
.....

slogans

.....  
.....

print

.....  
.....

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eyecatcher .....  
products/names/ .....  
logos .....

coloration .....  
.....  
PMS .....

Please inform about delivering graphic files.

## Schedule & Budget

Deadline  design .....  
 quotation .....

Remarks .....  
.....  
.....

## Other remarks

.....  
.....  
.....  
.....

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## Other remarks

A series of horizontal dotted lines for writing.