**Exhibition Stand Briefing Form**

**1. General Client Details :**

|  |  |
| --- | --- |
| Company Name: |  |
| Website: |  |
| Contact person: |  |
| Job Title: |  |
| E-Mail: |  |
| How did you find out about us: |  |

**2. Event Details :**

|  |  |
| --- | --- |
| Event name: |  |
| Event date: |  |
| Event venue: |  |

**3. Stand Details**

|  |  |
| --- | --- |
| **Hall / Stand number:** (please send exhibition plan from organizer) |  |
| **Stand dimension:** | **front\_\_\_\_\_(m) x side\_\_\_\_\_\_(m) = area\_\_\_\_\_\_\_(sqm)** |

**4. Company Details**

|  |  |
| --- | --- |
| **Describe your company in 5-10 words:** |  |
| **Exhibition target/goal:** (Presentation of new products, public relation, to meet old clients, motivation of employees etc ) |  |
| **What are the most important messages you would like to present?:** |  |

**5. Stand design:**

|  |  |
| --- | --- |
| **Would you like to purchase a booth or “RENT”?:** |  |
| **What style of exhibition booth do you like/ not** |  |
| **How many people are going to be on the stand:**(Stand staff, catering staff, hostess, expected visitors/ clients) |  |
| **Products to be displayed** |  |

**Please indicate your requirements:**

|  |  |
| --- | --- |
| **FLOORING:** | |
| 🞎Second Floor |  |
| 🞎Raised Floor |  |
| 🞎Top cover of floor Material: |  |
| 🞎 Hidden Light at the edges: |  |
| 🞎 Backlit Glass Floor: |  |
| **SPACES:** | |
| 🞎Reception Desks: |  |
| 🞎Meeting Area (Type & Capacity): |  |
| 🞎Storage (Type ): |  |
| 🞎Information desk: |  |
| 🞎Sitting Area (Type & Capacity) : |  |
| 🞎Display Area (Type & Capacity) : |  |
| 🞎Special Space Requirement (Specify) : |  |
| **GRAPHICS & IDENTITY:** | |
| 🞎 Hanged banner (Type): |  |
| 🞎 Logos (Type & Quantity)(3D - Backlit - Sticker): |  |
| 🞎 Graphics (Type) (Products - Info graphics...etc): |  |
| 🞎 Graphics Display (Type) (Sticker - Backlit ...etc): |  |
| 🞎 Other: |  |

|  |  |
| --- | --- |
| **ELECTRONICS:** | |
| 🞎 LCD Display (Size & Quantity): |  |
| 🞎 Video Wall (Size) |  |
| 🞎 Fridge (Size): |  |
| 🞎 Touch Screen (55’’): |  |
| 🞎 Other Requirement: |  |
| **FURNITURE & PROPS:** | |
| 🞎 Double Sofa (should match space capacity): |  |
| 🞎 Single Sofa (should match space capacity): |  |
| 🞎 Arm Chairs (should match space capacity): : |  |
| 🞎 Stool Chair: |  |
| 🞎 Meeting Table (with/without Chairs) : |  |
| 🞎 Brochure Stand : |  |
| 🞎 Other Furniture & Props : |  |
| **MORE INFORMATION:** | |
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