

# Exhibition Stand Design Brief Form

Use this brief form to outline what you would like from your exhibition stand and we will use the information to pull together the best solution we can for your budget. Please try to fill out as much as you can, it makes our life easier! You can also send over any sketches, images of stands or specific features that you like. The more information you can give us, the better we can understand what you want...

## Your Details

Name	Job Title
Company	Company Address
Phone Number(s)	
Email	Website

## Show Details

Show Name	Do you have the show floorplan?
Show Dates	Show Website
Venue	Show Organiser
Show Organiser Website	Show Organiser Phone No.

**Yes, it's attached.    Afraid not!**

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## Your Stand Details

**Shell scheme**

**Space only**

Stand Number

Shell scheme or space only stand

Stand Size

Maximum stand height

If it is a shell scheme, how many open sides does your stand have? *(eg - front & left as you face it)*

Anything else we should know about, such as pillars or other obstructions?

**Hire**

**Buy**

Are you looking to hire or buy?

## Type of Stand

**Redblu Build**

**Self Build**

Are you looking to have us build the stand for you, or are you going to be doing it yourself?

If you are looking to buy, and use for multiple shows, would you prefer a stand which is a set size and shape so the same configuration can be taken to every show, or a more reconfigurable design to allow flexibility on the size and shape of your future stands?

**Yes**

**No**

Do you have any other shows coming up in the next 12-18 months? If relevant, what are they?

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## Aims for the Exhibition

Introduce the company to visitors to the show

What else do you hope to achieve with this stand?

Sell product(s) on the stand/complete transactions

Sign people up to a mailing list

Make business connections & expand network

Build on existing brand recognition

Other (please specify in the box on right)

## Look & Feel

Try to explain roughly how you would like the stand to look. Attaching reference images or sketches can be very helpful with this.

Would you like a clean corporate stand, or something more informal and relaxed? Try to imagine from the point of view of the visitors to the stand. What will they want to see from your company/brand? Do you like angular or curved shapes? Bright colours or a more muted palette? If you have corporate guidelines then these are a great starting point.

What is the most important information to convey to someone passing by?

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## Space Usage

Do you need storage? If so, what are you storing on the stand? Does the area need to lock?

Are you doing presentations on the stand? If so, do you need a specific area for this, and AV equipment (screens, projectors etc)? Anything else?

Do you need an area for meetings? Does this need to be partially or fully closed off for greater privacy?

Are you planning to offer drinks and/or snacks on the stand? To that end, will you need a sink, fridge, servery, bin?

What kind of seating do you want to offer visitors, if any? Bar stools, sofas, bean bags? Any other furniture? Coffee table, coat rack?

Are you dispensing items from the stand? Literature, goody bags, free pens? Maybe just good advice! How would you like to display these? Will staff distribute and/or will they be available for visitors to pick up?

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## Space Usage - continued

What electrical items will you have on the stand? Laptops, screens, tablets, coffee machine, payment facility?

Are you bringing your own products or demo units? What are you doing with them on the stand? How should they be displayed?

What kind of lighting would you like? Spot or flood lights, backlit graphics, led strip lighting?

What sort of flooring? Coloured carpet, plain colour or textured lino? Printed design? Would you like a raised floor? This will most likely be required if you are running electrics and wiring across the stand area.

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## Budget

What is your budget?

*What does this need to cover?*

Stand design & visualisations

AV equipment

Stand structure - Build & break

Furniture

Graphic design

Project management  
(RAMS, booking forms etc)

Production of graphics

Electrics on stand

## Other Considerations

*This section may be beneficial to you when planning for the event.*

Number of staff on the stand

Staff dress code

Do you require print & branding collateral? Can we help?  
*(Flyers, brochures, business cards, promotional merchandise & clothing etc)*

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## Notes

Thanks for all the information! Here's one last section for anything else that we haven't covered in the previous pages that you think may be of use...

## All Done!

All set? Click submit on the right and this will open up and email link for you to send the document back to us. Don't forget to attach any supporting info such as floorplans and stand photos.

If the other attachments are large you may want to transfer them using our file transfer channel:  
**[www.redblugraphics.wetransfer.com](http://www.redblugraphics.wetransfer.com)**.