

## BRIEF - PERSONALISED EXHIBITION STAND

1. What is the main purpose of your participation at this event / exhibition ?

2. Which type of stand would you consider the best for you :

a) **the image stand**, with messages, prints, branding

b) **the products stand**, where you choose to expose the newest and interesting products you have

c) **the mix stand** , if you want a) and b) in the same project

3. How would you describe your audience at the fair?

4. We need the 2d plan of the exhibition hall and your exact position , the maximum authorised height is also needed \*please attach the required documents

5. If you chose type 2 b or type 2 c please provide us the exact dimension and weight of your products, and of course any specification you consider needed. \* you can attach description files also

6. Please attach your logo in a vectorial format, brochures and texts you consider important . You must prepare also some pictures in high resolution format (200 dpi minimum) if needed for production.

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7. How would you describe your desired stand : impressive, minimalist, classic, elegant, simple, open, bright..etc.

7. What would you like to find in/at the stand and you did not have in the past ?

8. How do you want to present yourself to your customers? Example: Information desk for presentation to the main lanes, open discussion rooms, private discussion rooms, (bar meals, low tables, armchairs)?

9. Do you want a storage space? How big would it be ? What facilities you need in the space ?

10. Do you have exact requirements for the stand? Example: carpet floor / white podium / parquet flooring, Predominant colors, TV for video presentations, \* You can also attach photos or your preferences

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11. What is the minimum budget and maximum budget for the stand? (so you can get 2 variants design to choose from)

12. Want branding or furniture items to be custom made and to remain in your possession after event?

13. Other specifications, observations

14. To be attached:

- sketch with stand position (required)
- sketches with products (machines) to be exposed - with approximate size and weight (required)
- logo, images and any branding you consider important (required)
- images with your design preferences - what caught your attention (optional)

15. The price for each stand results in fct. its complexity, the materials used and the surface arranged. The term of the project presentation is established with your Project Manager in fct. of the complexity of the stand and the number of projects in work in the current period.

We look forward to the information to begin the collaboration together.