

Concept Worksheet



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General Info

Contact:	_____	Today's Date:	_____
Contact Title	_____	Sales Rep:	_____
Company Name:	_____	Job No.	_____
Web Address:	_____	Phone	_____
Address:	_____	Fax	_____
	_____	Email	_____

Goals:

Company Description: _____

Where do you stand in the Marketplace? _____

Who is your competition? _____

What kind of exhibits do your competitor have? _____

What kind of exhibits do your customers have? _____

Why do you attend trade shows? _____

Sales Leads Product Intro Other _____

How many divisions or offices will be using this exhibit? _____

Describe Products or services to be promoted at the Show _____

What would your company like to accomplish at a show? _____

Create/Improve corporate Image Gather Leads Sell Other _____

Introduce New Line

Promote Existing Line

Demo Product

Recruit Sales Reps

Type of Audience at Show _____

Target Audience _____

Primary Message _____

Secondary Message _____

Number of Shows per Years _____

Comments: _____

Notes:

Bold Headline Graphics

Copy Boards

Photos

Live Demo

Backlit Transparencies

A/V

Product Demo

Product Display

Other _____

Comments: _____

Booth Size: _____

X

Does the Booth Size Vary?

Yes

No

Floor Layout for Exhibit:

Inline

Island

Peninsula

Other _____

Concept of Exhibit:

Hi-Tech

Contemporary

Conservative

Dramatic

Strong Corporate ID

Simple

Classic

Other _____

Exhibit Elements:

Literature Display

Product Display

Storage

Conference Area

Casual Seating

Video Wall

Other: _____

Image / Graphic Message

Does your website represent the same image that you wish your exhibit to represent?

Yes

No

What theme do you wish to incorporate, If any?

Does this theme change from show to show?

Yes

No

Will each division service require individual graphics?

Yes

No

What message do you want left with the visitors of your booth?

How important are the graphics to the story your exhibit tells?

Very
 Important

Somewhat
 Important

Not
 Important

Exhibit Information

What type of exhibit do you currently own?

Brand _____

Size:

20 x 20

10 x 10

Other: _____

Why would visitors come to your booth?

What is your target audience?

Height requirements?

Does the booth need to reconfigure?

Yes

No

Are there overlapping shows?

Yes

No

How many people will work the booth?

What do you like and or dislike about your existing booth?

What will be happening in the booth?

Visual

Audio

Web Etc.

