



DESIGN INFORMATION

TODAY'S DATE: ___/___/___
PROSPECT: _____
NAME OF SHOW: _____

ACCOUNT EXECUTIVE: _____
CONTACT: _____
SHOW DATE ___/___/___ BOOTH# _____

GOALS:

1. What do you do? _____

2. Describe Products or Services to be promoted at Show: _____

3. What would your company like to accomplish at the show?
 - Create or Improve your Corporate Image
 - Gather Leads
 - Sell:
 - a) Introduce New Line _____
 - b) Promote Existing Line _____
 - c) Demo Product _____
 - d) Recruit Sales Reps _____

4. Type of Audience at Show _____
5. Primary Message _____
6. Secondary Message _____
7. Number Shows/Year _____

COMMENTS:

8. What has worked for you in the past? _____

9. What has not accomplished your goals? _____

10. What is special about your product/services? _____

11. Do you have floor plans? _____ Show instructions/Rules & Regulations? _____

12. Exhibit Message Best Told With:
___ Bold Headline Graphics ___ Product Display ___ Other _____
___ Copy Boards ___ Product Demo _____
___ Photos ___ Live Demo _____
___ Backlit Transparencies ___ A/V _____

Comments: _____

13. Booth Size _____ Does Booth Size Vary? _____

14. Floor Layout for Exhibit:
___ Inline ___ Peninsula
___ Island ___ Other _____

15. Concept of Exhibit:
___ High Tech ___ Dramatic ___ Classic
___ Contemporary ___ Simple ___ Other _____
___ Conservative ___ Strong Corporate I.D. _____

16. Exhibit Elements:
___ Storage ___ Conference Area ___ Casual Seating
___ Literature Display ___ Product Display ___ Video Wall

17. See design request form: Fill in appropriate specifications.

18. Presentation appointment scheduled _____ at _____ with _____