



## DESIGN INFORMATION

TODAY'S DATE: \_\_\_/\_\_\_/\_\_\_  
PROSPECT: \_\_\_\_\_  
NAME OF SHOW: \_\_\_\_\_

ACCOUNT EXECUTIVE: \_\_\_\_\_  
CONTACT: \_\_\_\_\_  
SHOW DATE \_\_\_/\_\_\_/\_\_\_ BOOTH# \_\_\_\_\_

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### 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:

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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 \_\_\_\_\_