

**Why Are You Exhibiting?**

**(Selling and Communication Objectives)**

- Generating leads/sales
- Introducing new products/services
- Meeting with existing customers
- Learning/teaching
- Increasing awareness

**What Will Attract an Audience to Your Exhibit?**

- Pre-show promotions
- An effective staff that engages and communicates
- At-show promotions – contests, giveaways, mimes, magicians, live presentation
- New products that will draw attention to your exhibit
- Brand recognition of your company or its products/services
- The exhibit design and graphics

**What Message Do You Want Communicated in the First Three Seconds a Visitor Sees Your Exhibit?**

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**What Are Your Competitive Advantages? Benefits Offered?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**What Will Be Your Measures of Success (Accomplishments) From the Show?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Functional Considerations:

1. Budget for design/construction? \$ \_\_\_\_\_
2. Schedule for design and construction Start \_\_\_\_\_ Ship \_\_\_\_\_
3. Show location \_\_\_\_\_
4. Show dates:  
Installation: \_\_\_\_\_  
Open: \_\_\_\_\_  
Close: \_\_\_\_\_  
Dismantle: \_\_\_\_\_
5. Space Configuration: Primary \_\_\_\_\_ x \_\_\_\_\_  
Alternate \_\_\_\_\_ x \_\_\_\_\_
6. Number of sales/demonstration stations \_\_\_\_\_
7. How will the product be displayed? \_\_\_\_\_
8. Size and weights of product \_\_\_\_\_
9. Do you need storage space for:  
 Literature    Supplies    Giveaways    Coats  
 Briefcases    Computers    Lockable storage    Product  
 Other \_\_\_\_\_
10. Are there special electrical requirements? \_\_\_\_\_

11. How many staffers will be working the exhibit? \_\_\_\_\_

12. Will you use brochures/product bulletins/giveaways?  Yes  No

13. Are there special provisions for lead retrieving? Space requirements?

14. Will there be space required for visitor conversations?  Yes  No

If yes, what are they? \_\_\_\_\_

15. Image

- Conservative     Contemporary     Progressive  
 Leading Edge     High Tech

16. Environment

- Open and Inviting     Controlled

17. Form

- Simple     Angular     Circular     Other

18. Are there any materials or finishes that are inappropriate? \_\_\_\_\_

19. Colour: PMS for Corporate ID? \_\_\_\_\_

20. Colour: Are any colours discouraged? \_\_\_\_\_

21. How many shows per year will the exhibit be used? \_\_\_\_\_