

Skyline Tailored Display Solutions Brief

Company: _____ **Contact Name:** _____

Skyline Contact: _____ **Date:** _____

1. How many events do you attend per year? _____

- Do you have an events schedule/list you can share? YES / NO
- If brief is for one specific event, please provide details:

Event Name: _____

Event Date: _____

Event Venue / Location: _____

2. What size spaces do you exhibit in?

- | | |
|---|-----------------|
| <input type="checkbox"/> 3 x 3m Booth (9sqm) | How Many Times: |
| <input type="checkbox"/> 6 x 3m Booth (18sqm) | How Many Times: |
| <input type="checkbox"/> 6 x 6m Booth (36sqm) | How Many Times: |
| <input type="checkbox"/> Other: _____ | How Many Times: |

3. What types of booth spaces do you exhibit in?

- | | |
|--|---|
| <input type="checkbox"/> Back Wall Space (One Wall) | <input type="checkbox"/> Corner Space (Two Walls) |
| <input type="checkbox"/> Peninsula Space (Three Walls) | <input type="checkbox"/> Island Space (No Walls) |
| <input type="checkbox"/> Other:
_____ | |

4. Do you use displays for events other than trade shows and conferences?

- | | |
|--|--|
| <input type="checkbox"/> Networking | <input type="checkbox"/> Outdoors |
| <input type="checkbox"/> Media / Launch Events | <input type="checkbox"/> In Office: Foyer, Showroom, Boardroom |
| <input type="checkbox"/> Recruitment | <input type="checkbox"/> Shopping Centre |
| <input type="checkbox"/> Other: _____ | |

5. How many staff do you have on your stand? _____

6. Who sets up your displays now? Are you interested in a DIY or turn-key solution?

7. How do your event budgets work? Capital / Per Show / Annual.
Please also provide a budget range we should work within?

8. Are you interested in purchase or rental solutions?

9. What results are you looking for?

- | | | |
|---|--|---|
| <input type="checkbox"/> Leads | <input type="checkbox"/> Sales | <input type="checkbox"/> Brand Exposure |
| <input type="checkbox"/> New Business / Customers | <input type="checkbox"/> Strengthen Existing Relationships | <input type="checkbox"/> Networking |
| <input type="checkbox"/> Recruitment | <input type="checkbox"/> Educate / Communicate Message | <input type="checkbox"/> Launch New Product |
| <input type="checkbox"/> Check out Competition | <input type="checkbox"/> Find Partners / Distributors | <input type="checkbox"/> Other |

Other Results: _____

10. What types of display systems have you used or currently use? (Banners, Pop up walls, Custom etc.)

11. What do you like or works well with your current booth / display system?

12. What don't you like or doesn't work well with your current booth / display system?

13. What Display System attributes matter to you (i.e. easy to set-up, lightweight, portable)

Most Important? _____

Least Important? _____

14. Does your messaging/branding need to change regularly (if yes, outline frequency)?

15. Do you require any of the following additional features / capabilities:

- | | |
|---|--------------|
| <input type="checkbox"/> Lighting | Description: |
| <input type="checkbox"/> Storage | Description: |
| <input type="checkbox"/> Meeting Space | Description: |
| <input type="checkbox"/> Product Display | Description: |
| <input type="checkbox"/> Shelving | Description: |
| <input type="checkbox"/> AV Integration | Description: |
| <input type="checkbox"/> Merchandising | Description: |
| <input type="checkbox"/> Furniture | Description: |
| <input type="checkbox"/> Literature Display | Description: |
| <input type="checkbox"/> Flooring Solution | Description: |
| <input type="checkbox"/> Other 1 | Description: |
| <input type="checkbox"/> Other 2 | Description: |
| <input type="checkbox"/> Other 3 | Description: |

16. How did you hear about Skyline? _____

17. Are you interested in finding out more on Skyline's exhibiting educational programs and other resources designed to increase your results at your events?

YES NO

18. Is there anything else you need to share to help us create a tailored solution to suit your needs and requirements?

Supporting Information:

Please supply any of the following supporting information that will assist us in creating a tailored Skyline Display Solution for you. Including:

- Exhibitor manuals
- Floor plans
- Images of current booth set-up or display systems
- Design ideas / display examples showing your inspiration, likes and/or dislikes

Our Tailored Skyline Display Solution Is Required by: / /

Approval: Please commence working on a tailored display solution including designs and custom specification for our upcoming event requirements based on the above information outlined in this brief. If any information in my supplied brief changes I will advise Skyline as soon as convenient.

Signed: _____

Printed: _____

Date: / /