

EXHIBIT STUDIO

ENVIRONMENTS | EXHIBITS | EXPERIENTIAL

Exhibit Design Questionnaire

WHAT ARE YOUR TRADE SHOW GOALS?

Generate qualified leads	1	2	3	4
Meet with existing clients & invited prospects	1	2	3	4
Increase visibility - build company identity & image	1	2	3	4
Generate sales orders at the show	1	2	3	4
Introduce new products / services	1	2	3	4
Demonstrate products / services	1	2	3	4
Increase distribution network	1	2	3	4
Conduct market & competitive research	1	2	3	4

EXHIBIT HISTORY

Have you exhibited before? What was your last exhibit experience like? What worked and what didn't?

What would you like to change?

What do you want to accomplish with this exhibit that you did not last time? (improve your image, cut shipping costs, etc)?

DOES YOUR CORPORATE CULTURE INFLUENCE THE DESIGN OF YOUR EXHIBIT?

What are you going for when it comes to overall look and feel of the exhibit?
(e.g: new, modern, established, hi-tech, friendly, professional, high-impact, low-key)

What are your corporate colours? (must-use or optional)

What colours do you want to avoid? (competitor or general dislike)

What is special or unique about your company compared to it's competitors?

WHAT FUNCTIONS WOULD YOU LIKE YOUR EXHIBIT TO INCLUDE?

- ☐ Video monitors
- ☐ Video wall
- ☐ Computer workstation areas
- ☐ Audio capabilities (ie. music)
- ☐ Conference room (private)
- ☐ Conference room (semi-private)
- ☐ Permanent graphics
- ☐ Interchangeable graphics
- ☐ Product displays (locked)
- ☐ Product displays (hands on operational)
- ☐ Platform or stage for presentations
- ☐ Reception counters and lead retrieval area
- ☐ Storage room (lockable)
- ☐ Under-storage (lockable)
- ☐ Literature displays
- ☐ Literature disbursement (accessible)
- ☐ Food service & storage
- ☐ Floor carpet, padding and carpet bags
- ☐ Special electrical/plumbing needs _____
- ☐ Any additional needs _____

AUDIENCE INFLUENCES

Is your audience technical, creative or corporate? Does your target audience change?

Where should your visitors go first within your exhibit and why? What happens in this priority zone?

Do you require a progression of events to tell your story (qualify, demo, disengage)?

What selling and demonstration tools do you use at shows to interact with your audience (brochures, portfolios, video, product)?

PRODUCTS

How many products/services do you show?

What products/services do you show?

Describe in detail these products/services, including the physical specifications, sizes, colours, electrical requirements, etc.

How much counter space is required for the products you're displaying?

GRAPHIC & MESSAGE

What is the most important piece of information you want your visitors to learn from your exhibit?

Do you have a slogan or theme you would like to incorporate?

Will your message change for different products/shows?

What are your company colours (PMS/standards/fonts)?

Is your image conservative or innovative?

BUDGET

Exhibit Fabrication \$ _____

Transportation \$ _____

Graphics \$ _____

Show Services \$ _____

Logistics Support \$ _____

Are you most interested in:

- ☐ Purchase
- ☐ Rental
- ☐ Lease