

EXHIBITION BRIEF

Please complete all relevant sections of this questionnaire to ensure we have the best opportunity to meet your brief. It is Willow Group's intention to design a stand that meets your requirements exactly.

Company and Stand Details

Company Name	
Name and Job Title	
Business Activity	
Title of Show	
Dates of Show	
Venue	
Hall and Stand No.	
Size of Stand	
No. of Open Sides	

Type of Stand Target Market	Space only		Shell Scheme	
	Trade		Consumer	

Physical Requirements

Storeroom <input type="checkbox"/>	Worktop		Shelving	
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Kitchen <input type="checkbox"/>	Shelves		Worktop		Cupboards	
	Sink		Pump water		Mains water	
	Fridge		Phone line		Electric power	

Discussion Areas

Open area		No./ type of seats	
Private Office		No./ type of seats	
Semi-private/partitioned		No./ type of seats	

Reception Desk With shelves With cupboard

Main Objectives

Sales	
Flag-waving	
Entertaining existing clients	
Attracting prospective clients	
New product launch	
Maintaining profile	
Other:	

Design Guidelines

Open	
Restricted access	
Modern	
Futuristic	
Traditional	
Clean and crisp	
Warm and inviting	
Simple	
Product biased design	
Graphic biased design	
Hospitality biased design	
Other:	

Any particular colour likes:

Any particular colours to avoid:

Previous design likes:

Previous design dislikes:

Any other design thoughts:

Product/ Service

Physical Product		or type of service	
Please supply literature with indication of which, and how many products			
Graphic representation			
Any existing graphics to use?	Yes	No	
If so what size and how many?			
Any product/ service you want to specially promote?			
Please supply current literature			
How has product been previously displayed? (please supply photos/designs if possible)			
Any special requirements for product (i.e. lifting equip, 3-phase, gas, air etc)			

Other Requirements

Literature	Under counter only		Racks	
Audio/ Visual Equipment	TV		Number	
	42" LCD Screen		Number	
	40" LED Screen		Number	
	32" LED Screen		Number	
	22" Monitors		Number	

A full AV Service is available upon request. Please ask for prices.

Budget

Please indicate amount available for stand design and build:

£8 - £15K		
£16 - £20K		
£21 - £25K		
£26 - £30K		
£31 - £40K		
Above £41K		Please specify

Presentation Date

When are final presentations being seen

Further Information

Please call us on [01282 842045](tel:01282842045), if you have any queries regarding this brief or our services.

Please email back completed brief to design@willowstands.com

We will call to arrange a meeting to discuss your exhibition requirements and to show you our portfolio, before proceeding with the final presentation.

For further information on Willow Group and the services that we offer please visit us at:

www.willowstands.com