



## **Exhibit Design Questionnaire.**

This document was designed to help you begin the process of determining the best exhibit for your trade show.

### **Exhibit Image:**

- 1) What is the size of your booth?
- 2) Will the booth need to change size for certain shows?
- 3) What do envision the image of your booth to be?
- 4) Do you prefer clean and minimalistic or classic and bold?
- 5) Dark or light colors?
- 6) Do you prefer booths with curves and organic elements or more straight lines and angled edges
- 7) Is lighting an important factor in your booth? For graphics, for products? For accents and for ambience?
- 8) Any specific examples you have seen you would like to incorporate?

### **Exhibit Design:**

- 1) What is the age group of the attendees and personality type?
- 2) Who is your target audience?
- 3) What are some of the key messages you wish to convey to the attendee?
- 4) What are the products/services you wish to present at the show?
- 5) Are these the same products/services you've shown in the past or will they be changing for each show?
- 6) How do you like to present your products/ services? In a showcase? On a counter? On a monitor with video or a combination of these methods?
- 7) Are the products/ services standing alone or will they need supporting graphics showing the features and benefits?
- 8) How many areas will you need to show your products?
- 9) Will you use workstations or tablets for demos?
- 10) Are these manned stations or will the attendee interacting by themselves?
- 11) Will the attendee sit or stand at the stations?
- 12) Any literature distribution?
- 13) Are there particular means of exhibiting products/services you like from past shows or from other exhibits you would like to incorporate into your design?
- 14) Do you have a need for a large monitor for theater or large group presentation?

- 15) If yes, what size monitor?
- 16) Will there be a presenter?
- 17) If yes, will the presenter need to be on a stage or ground level?
- 18) Will the presenter require a podium?
- 19) Do you need counter with storage or shelving?
- 20) Will you need a reception counter?
- 21) If yes, how many people will be behind it?
- 22) Will they be sitting down or standing up?
- 23) Will you require any meeting room(s) or casual seating area(s) in your booth?
- 24) If yes, then how many meeting room(s) or seating area(s)?
- 25) How many people will be in your meeting room(s) or seating area(s)?
- 26) Will you need a monitor or product display in the room(s) for the meeting?
- 27) Will you need a counter with storage or credenza in this room?
- 28) For the meeting room will they private to block out visibility and traffic flow or with semi-see through windows but with a door to prevent anyone to enter?
- 29) For a semi-private situation, will you need some panels for partition but not completely enclosed?
- 30) For casual seating, will this include lounge furniture such as club chairs or hi-top tables with stools?
- 31) Will your need walk-in storage room (only applicable in 20 x 20 + size exhibit)
- 32) Is there an area for a bar or serving refreshments?
- 33) If yes, will you need a refrigerator under the bar or counter?

### **Timeline**

- 1) When is the next show you plan on using this exhibit?
- 2) When do you wish to make a decision on the project?
- 3) When would you like us to submit the first design rendering and estimate?

### **Renderings**

- 4) Can you provide us with show information such as show map showing the booth number and location of your exhibit so we can design to optimize the flow of traffic? Sometime there are columns, obstructions which might disrupt the line of site so it is important we design the space around these elements.
- 5) Where can we find the best example for your graphic applications? Website? Brochure? Company collaterals?
- 6) Do you have any logo or art files you can provide to incorporate into the design?
- 7) Do you have any examples of exhibits with elements you wish us to include in the design?
- 8) Is there anything you do **not** want in your booth you've experienced in past trade shows?

**Budget:**

- 1) Do you have a budget for the display and the graphics (Does not include transportation, onsite services, installation and dismantle).
- 2) If you don't have a budget, can we use your last exhibit project as a budgetary Number?

You can browse our [Exhibit Design Search](#) showing options and estimated costs.