**Exhibition Design Brief**

**Company Information**

Company name :

Brief description of what your company does: ……………………………………………………………………………………………………………………

………………………………………………………………………………………………………………………………………………………………………………………………………………………………………..

Contact Person :

Phone Number :

Email :

Website :

**Exhibition Information**

Name of the Exhibition :

Date, Venue and Location :

Build-up dates :

Break-down dates :

**Floor Plan: Please attach the floor plan with this document**

Name of Organisers :

Contact person :

Contact number :

**Expo Stand Info**

Stand Number : Stand Size: ……..m x ……..m

Stand Layout: Pick most applicable

a) Corner b) Island c) U-shaped d) Other

**Expo Stand Look & Feel**

How does your company wish to present itself? Pick three most applicable

a) Conservative b) Hi-tech & modern c) Classic d) Innovative

e) Bright f) Open & Welcoming g) Informal h) Formal

**Colours Preferences?**

Please provide the corporate logo and colours – …………………………………………………….

**How would you like the stand to function?** Pick most applicable

a) Product displays b) Sales area c) Informal meeting area d) Lounge

e) Demonstration and promotion area f) Display and distribute information

**Branding:** Pick most applicable

a) Understated and smart b) Heavy Face branding c) Product Branding

Branding and Graphics :

What brands are being displayed?

Do you have any graphic artworks you wish to display?

Please send any initial graphics and logos so that we can include these in the design.

**Customer Interaction:** Pick most applicable

a) Cocktail table and barstools b) Lounge seating c) Reception/ counter

d) Conference Room e) Computer work stations f) Formal meeting area’s

**Products:**

How many products are being displayed?

Should access be allowed to the products?

Please provide pictures and size and weight of the products.

**Promotional Items:**

a) Brochure holders b) Collaterals c) Snacks Serving

**Audio-visual and IT:**

a) Plasma screens b) Large format Led Screen c) Over Head Projector

Please specify quantity –

**Budget**

We understand the difficulty in providing a budget, but please note that an estimated budget is essential when designing an exhibition stand as the features and finishes range dramatically

**Budget Amount in INR ……………………….**

When do you require a design by us? …………………………………………………….

**Important information regarding designs:**

Please note that once the design concept is complete, we will supply all the specifications of the graphics required. All final graphic artworks will be requested in print-ready formats and sizes from the client. We are responsible for the printing and application of the graphics only.

Our design service is free of charge up to two sets of changes. Any changes to the design thereafter will be charged at a mutually agreed rate.

Please mail a copy of the Design Brief form on [mauvedesignsolution@gmail.com](mailto:mauvedesignsolution@gmail.com)

Note: Any specific point or brief if the same needs to be added please share the same.