

OBJECTIVE-DRIVEN DESIGN WORKSHEET

Why are you exhibiting? (Selling and Communication objectives)

- Generating leads/sales
-
- Introducing new products/services
-
- Meeting with existing customers
-
- Learning/teaching
-
- Increasing awareness

What will attract an audience to your exhibit?

- The exhibit design and graphics
- What is your message?
-
- Pre-show promotions
-
- An effective staff that engages and communicates
-
- At-show promotions – contests, giveaways, mimes, magicians, live presentation
-
- New product that will draw attention to the exhibit
-
- Brand recognition of your company or its products/services
-

What message do you want communicated in the first 3 seconds a visitor sees your exhibit?

What are your competitive advantages? Benefits offered? (USP)

1. _____
2. _____
3. _____

What will be your measures of success (accomplishments) from the show?

1. _____
2. _____
3. _____

Functional Considerations:

1. Budget for design/construction _____
2. Schedule for design and construction Start _____ Ship _____
3. Show location _____
4. Show dates:
 - Installation: _____
 - Open: _____
 - Close: _____
 - Dismantle: _____
5. Space Configuration:
 - Primary: _____ by _____ feet (or meters internationally)
 - Alternate: _____ by _____ feet (or meters internationally)
6. Number of sales/ demonstration stations _____
7. How will the products be displayed?
8. Size and weights of products _____
9. Do you need space for:
 - ___ Literature ___ Supplies ___ Giveaways
 - ___ Coats ___ Briefcases ___ Computers
 - ___ Product ___ Lockable storage
 - ___ Other: _____
10. Are there special electrical requirements?
11. How many staffers will be working the exhibit? _____
12. Will you use brochures/product bulletins/giveaways? ___ Yes ___ No
13. What are their space needs?
14. Are there special provisions for lead retrieving? Space requirements?

15. Will there be space required for visitor conversations? ___ Yes ___ No
16. If yes, what are they? _____
17. Image: ___ Conservative ___ Contemporary ___ Progressive
___ Leading Edge ___ High Tech

18. Environment: ____ Open and Inviting ____ Controlled

19. Form: ____ Simple ____ Angular ____ Circular
____ Other: _____

20. Are there any materials or finishes that are inappropriate?

21. Colours: PMS for Corporate ID?

22. Colour: Are any colours discouraged? _____

23. How many shows per year will the exhibit be used for? _____

