

Exhibit Design Analysis

Our Exhibit Design Analysis is a communication tool to help us better understand the specific needs and wishes of you and your company. Your candor and level of detail will enhance our potential of designing and producing an exhibit that will accomplish the goals and objectives of your trade show and event marketing program.

We have tried to be as thorough as possible in the types of information we have requested. However, every client and every company is unique. Please feel free to provide any other information you feel will assist us in the design and production process. We will be glad to answer any questions you may have as to the intent of any of these questions.

We appreciate the time you will invest in completing this guide and this opportunity to work with you.

Thank you!

StewartMDM, LLC
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Corporate Profile

Company Name: _____

Contact: _____

Address: _____

Phone: _____

Fax: _____

Website: _____

☐ Public Company

☐ Privately Owned

Annual Sales \$_____

Primary Products and services

Business Partners

Affiliate Companies

Corporate Objectives/Mission Statement

Trade Show and Event Objectives

Company's past, present and future

Any other important information

Team Profile

Primary Company Representative

Name: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Other Company Contacts:

Name and title of the decision-makers on this project:

Alliances (company name, contact name, address, phone, fax, e-mail, and website):

Advertising Agency:

Public Relations Firm:

Marketing Firm:

Meeting Planner:

Audio Visual Production:

Installation and Dismantling:

Transportation:

Other:

Market Profile

What is your specific target markets by industries or consumer groups?

What is your company's position with those markets (1st, 2nd, 3rd, other):

What are the high interest products and services in those markets and how does your company fill those interest and needs?

What are your challenges and opportunities in these markets?

Who are your primary competitors within the markets?

Compared to your company, what are their strengths and weakness'?

How are your products and services sold and distributed?

In house sales ☐
Manufactures Reps ☐

Value Added Resellers ☐
Other (please describe) ☐

What are your current types of advertising and promotions?

TV ☐
Radio ☐
Print ☐
Website ☐

Direct Mail ☐
Telemarketing ☐
Trade Show ☐
Can you provide samples? ☐

Private Events ☐
Sponsorships ☐
Other ☐
Yes ☐ No ☐

Trade Show Schedule

First Use of the new properties

Show Name: _____

Show Date: _____

Location: _____

Size/Configuration: _____

	Show Name	Show Date	Location	Size/configuration	Height
Regional					
National					
International					

Do you produce any private corporate events? Yes ☐ No ☐

If yes, please describe (Event, date, location, attendance, purpose, entertainment, etc.)

Do you participate in corporate sponsorships? Yes ☐ No ☐

If yes, please list.

Themes and Promotions

Describe any current themes incorporated into your trade show marketing program:

Please provide any available examples.

Which of the following tools are used in your trade show program?

Pre-show

Direct Mail ☐
Website ☐
Telemarketing ☐
Press Releases ☐
Advertising ☐
Staff Training ☐
Other ☐

Show

Daily Show Ads ☐
Press Packages ☐
Press Conferences ☐
Banners/Bill Boards ☐
Premium Items ☐
Staff Apparel ☐
Stage Production ☐
Client Events ☐
Hospitality Suite ☐
Lead Collection ☐
Private Demos ☐
Competitive Analysis ☐
Seminar Presentations ☐
Celebrity Present ☐
Executive Present ☐
Other ☐

Post Show

Direct Mail ☐
Telemarketing ☐
Customer Meetings ☐
Advertising ☐
Literature Fulfillment ☐
Public Relations ☐
Audience Surveys ☐
Other ☐

Comments:

Process (Please refer to list of components following the questions.)

Describe the flow of show (i.e. customer locates booth, goes to reception, redeems premium item, sits in overview presentation, sees one on one demo(s), meets in conference room, etc.)

Describe what the customer will think as they leave the booth and what action you want them to take next:

How many and what type staff will you have in the booth?

Exhibit Component Matrix

This Matrix Chart refers to the Exhibit Components Only.

(Please check the items as they apply to your trade show program)

		Always	Sometimes	Never
Reception Area	Staffed Counter			
	Lead Collection			
	Giveaways			
	Literature Distribution			
	Telephones			
Overview Presentation	Video			
	Live Talent			
	Seated Audience (# of attendees _____)			
	Standing Audience (# of attendees _____)			
Literature Distribution	Controlled Access			
	Uncontrolled Access			
	Available at Demo			
	Available at Central Location			
Equipment Room	Backstage Area / AV			
	Servers			
	Other			
In-Booth Storage	Exhibit Staff / Personal Items			
	Literature			
	Giveaways			
	Other			
Dialogue Area	Private Conference Room (# of Rooms _____, # of attendees _____)			
	Semi – Private Conference Room			
	Open / Casual Seating Area			
	Food / Beverage Service			
	Demo Capable			
Other				
Demo	See Demo Matrix on the next page.			

What is the expected number of years you plan to use these properties? _____ Year(s)

Demonstration Module Requirements

This Matrix Chart refers to the Demo Components Only.

(Please check the items as they apply to your trade show program)

		Always	Sometimes	Never
Demo Type	Live / Online			
	Preprogrammed / Canned			
	Interactive			
	Other			
CPU Requirements	Laptop			
	Desktop			
	Server at Demo			
	Server at Remote Location			
	Audio / Video Player			
	Other			
Monitor Specifications	CRT Screen			
	LCD / Flat Screen			
	Big Screen (25"-37")			
	Auxiliary Monitor			
	Other			
Interface with Demo	Keyboard			
	Mouse			
	Touchscreen			
	Other			
Connection Requirements	Network (in Exhibit)			
	Internet			
	None (Stand Alone)			
	Other			
Copy Required at Demo	Solution Identification			
	Product Identification			
	Features and Benefits			
	Changeable Panel			
	Other			
Graphic Image	Photographic Support			
	Schematic Support			
	Other			
Orientation of Demo in Booth Space	Demo to Aisle			
	Demo to Exhibit Interior			
	Relate to Other Demos			
	Other			
Other	Staffed Demo			
	Seating at Demo			
	Lead Collection at Demo			
	Giveaways at Demo			
	Misc. Storage at Demo			

Message Hierarchy

Describe the messages you want to deliver from the customers' perspective:

Who (company name, logo, logotype, division name, other)

What (tagline, positioning or descriptive statement, other)

Where (market segment you serve)

How (products and services you provide to these segments)

Why (features, benefits, differentiation)

Graphic Standards

Can you provide your corporate graphic standards? Yes ☐ No ☐

If no, please provide logos, logo type, support type, and PMS colors to be used.

Budget Allocations

Purchase of Custom Designed and Fabricated Exhibit

Design and engineering (Industry Average is \$10.00/sq. ft.) \$ _____
Exhibit Components (Industry Average is \$125.00/sq. ft.) \$ _____

Did you include these items in your budget?

_____ Graphics _____ Crates _____ Carpet _____ Carpet Pad

Have You Budgeted for Other Show Related Costs?

Show Services (freight, drayage, electrical, labor, etc.) \$ _____
Booth Space \$ _____
Equipment (computer, AV equipment, furniture) \$ _____
Theater/Audio Visual Production \$ _____
Marketing (direct mail, advertising, premium items, etc.) \$ _____
Other \$ _____

Method of Payment

_____ Purchase Order _____ Contract _____ Lease

Terms of Payment: 50% due with order, balance due at completion, prior to shipping.

Rental Of Custom Exhibits or Systems

Please indicate the budget range for this project. (Ranges include graphics, lighting, electrical, carpeting, furnishings, delivery and installation and dismantle.) Industry standards indicate rental exhibits typically cost \$20.00 to \$60.00 per square foot. This cost can vary depending on the design, materials used and extent of graphics.

How many shows will this exhibit be used? _____

(Multiple show rentals are economical options)

Do you have any need for International Rentals? Yes ☐ No ☐

☐ \$5,000.00-\$10,000.00 ☐ \$10,000.00-\$20,000.00 ☐ \$20,000.00-\$30,000.00
☐ \$30,000.00-\$50,000.00 ☐ \$50,000.00-\$75,000.00 ☐ \$75,000.00-\$100,000.00

Other \$ _____

Method of Payment

_____ Purchase Order _____ Contract _____ Lease

Terms of Payment: Bankcard Required to Process the Order
Rental Amount Paid in Full Prior to Shipment

Preferences

Are there any color combinations that should be used or avoided?

Are there any materials that should be used or avoided?

Are there any types of graphic processes that should be used or avoided (light boxes, reflective prints, digital prints, murals, banners, floor graphics, vinyl copy, tent cards, easels, neon, fiber optics, holograms, etc.)?

Can you provide pictures of your previous exhibit? Yes ☐ No ☐

What did you like and dislike about this exhibit (image, function, delivery of messages, operational cost, etc.)?

Can you provide pictures of other exhibits that you like or dislike? Yes ☐ No ☐

Is there a preference for shapes, mass, and spaces (open, closed, straight lines, angles, circular, symmetrical, asymmetrical, other)?

Is there a preference to style (conservative, progressive, contemporary, high-tech, industrial, themed, other)?

What preferences are there regarding plants and floral décor?

Are you interested in any specific lighting or special effects?

Are there any styles of architecture, product, theatrical, automotive, museum, or amusement design that may reflect the spirit of the design you would like to accomplish?

What specific criteria will you use to select designers and producers for this project (cost, design, size, internal capabilities, external resources, location(s), technologies, experience in your industry, other)?

Are you a member of any trade show and event associations or associations of your industry (CEIR, TSEA, HCEA, CEMA, MPI, Others)?

Is there any information you can supply that will help ensure that we provide the results you require?

Thank for your time and the opportunity to work with you and your company!