



STAND DESIGN BRIEF

This Document has been designed to help you give us as much relevant information as possible so that we can produce a stand design that you will be really happy with. Please complete and e-mail or post back to us with logos, images of previous stands, links to websites etc.

Company name:	E-mail address:
Contact name:	Company website:
Job Title:	Tel number:
Address:	

STAND BUDGET
Is this budget for this show only and does it need to include everything i.e flooring, AV, setup/breakdown etc? Hire or purchase?

STAND DETAILS	
Stand dimensions:	Shell scheme or space only?
Do you have a hall plan (please attach)?	Height restriction:
Please advise whether the stand is back wall only, back wall and right wall, back wall and left wall or open on all sides. If possible please supply basic sketch of stand space:	



SHOW DETAILS	
Show name:	First show date:
Show venue:	Stand Number:
Show organiser	Show organiser tel number:
Show manual link:	
Show manual username:	Show manual password:

STAND REQUIREMENTS
Raised platform flooring? (delete as appropriate) <i>YES / NO</i> WITH: <i>carpet / laminate/ vinyl</i> OR carpet only? <i>YES / NO</i> <i>Please include additional information in terms of flooring type and colour:</i>
Storage Area: <i>YES / NO</i> Do you require: <i>Walk in / Under counter / Lockable</i> Additional information:
Sales / presentation / discussion area: <i>YES / NO</i> Additional information (eg. private or fully accessible discussion area)
Hospitality / Bar Area: <i>YES / NO</i> Additional information (eg. fridge, coffee machine, food):



Lighting: <i>YES / NO</i> Additional information (any specific lighting requirements or just general stand lighting):
Audio visual requirements: <i>YES / NO</i> Do you require screens? Do you require laptops/pc's or dvd players? Where are the items to be positioned on the stand?
Showcases: <i>YES / NO</i> Additional information of shelf size and what products are to be displayed: Shelving: YES / NO
Literature dispensers: YES / NO FREESTANDING / STAND MOUNTED Additional information in terms of sizes and quantities:
Furniture: YES / NO POSEUR TABLES AND BAR STOOLS / MEETING TABLE AND CHAIRS / SOFAS If other please specify:
Floral requirements: YES / NO Additional information in terms of type and quantities:

DESIGN CONSIDERATIONS
What are your reasons for attending this show and which particular products/ services are you looking to promote?
How many shows are you planning over the next 12 months?



What was your last stand like? How could we improve on it? What worked well (please attach an image if possible)

Which images of stands in the b2 portfolio, available on our website, appeal to you
www.thisisb2.com

What image should your stand portray?

What message should your stand get across in 5 seconds?

Do you have any specific graphic material you want to include on the design? Where can we get these images? Do you have any artwork origination material available?

Are there any specific colours we should use, or any colours to avoid on your design? If you have brand guidelines, please share them with us.



Please use this final space to sketch any stand ideas you have had:

A large, empty rectangular box with a thin black border, intended for sketching stand ideas.

Please email this brief back to your Project Manager as soon as possible.

Thank you for considering b2 Live Events!