



# Exhibition Stand Design Considerations

www.pod-exhibition-systems.co.uk

01933 411159

Company Name: .....

Contact: .....

Position: .....

Address: .....

Tel: .....

.....

Email: .....

.....

Fax: .....

Postcode: .....

Web: .....

## GENERAL INFORMATION

What does your company do and what will your stand be used for?

.....  
.....  
.....

What do you expect to achieve from attending this exhibition? What will visitors expect?

.....  
.....  
.....

Who do you expect to visit your exhibition stand? What are their demographics?

.....  
.....  
.....

## SHOW SPECIFICS

Venue: .....

Date of Show: .....

Stand Dimensions: .....

Maximum Height: .....

Shell Scheme or Floor Space? .....

Indoor or Outdoor? .....

Open on how many sides? .....

What stand position have you booked? .....

Do you have an Organisers Floorplan or Handbook? (please forward to us)  Yes  No

Staffing Details: .....

Who will transport the stand? .....

How will it be shipped? .....

Who will erect the stand? .....



# Exhibition Stand Design Considerations

www.pod-exhibition-systems.co.uk

01933 411159

What is your current stand like? What are you disappointed with? What are you pleased with?

.....  
.....  
.....

Have you seen any other stands or installations that have impressed you?

.....  
.....  
.....

What image should your stand portray?

.....  
.....  
.....

Will visitors have any special needs?

.....  
.....  
.....

Are there any specific colours, corporate identities, images that must be incorporated into your design?

.....  
.....  
.....

Should your stand incorporate any of the following? Specify:

Office: .....

Meeting Area: .....

Hospitality: .....

Video, Audio or PC Display:.....

Product Display: .....

Wall Graphics: .....

Literature Dispensing: .....

Data Capture: .....

What are you prepared to spend on this project? .....

How many shows are you planning to attend over the next 12 months? .....

Will they be larger or smaller venues? .....



## Exhibition Stand Design Considerations

[www.pod-exhibition-systems.co.uk](http://www.pod-exhibition-systems.co.uk)

**01933 411159**

Please sketch here the floor layout of your stand and indicate zones and elements that are must-have items (eg storage, counters, meeting areas, audio-visual presentations, product display, literature dispensers, hospitality area, office etc.):

Notes:

Please return this form to: Pod Exhibition Systems, Lower Farm, High Street, Irchester, Northants NN29 7AB  
Tel: 01933 411159 Fax: 01933 411906 Email: [enquiries@podweb.co.uk](mailto:enquiries@podweb.co.uk) / [vince@podweb.co.uk](mailto:vince@podweb.co.uk)



## **Points to consider in planning your exhibition:**

What is the specific purpose of attending your proposed exhibition?  
(extend relationships with existing clients/suppliers, meet new clients/suppliers, launch new products/services, showcase existing services/products, protect/expand market position)

What do you expect to achieve from attending this exhibition?  
(new sales opportunities, networking with other suppliers, gain orders, capture data, expand brand awareness, expand market position)

What are you prepared to spend on this project? What return do you expect on this investment, financial or otherwise? How will you measure that success? Is that a realistic, satisfactory return on investment?

Who do you expect/want to visit your exhibition stand? What are their demographics?  
(prospective new clients, existing clients, competitors, industry networkers, the press, detractors, promoters)

What will visitors expect from your stand?  
(see new products/services, gain information about existing/new services or products, gain an overview of your business, engage in social networking, avail themselves of free hospitality/left-luggage facilities, engage in formal/informal meetings)

How many staff will service the stand at any time? How many visitors will they each service at any time?

What zones have you now identified and what space will each require?  
How will this impact on your budget (space cost/build cost/service cost)?

Will the seating zones be formal or informal?  
How many visitors will attend each zone? How long will they stay? How will you manage this turnover?

When considering the event floor plan, what is the traffic flow (volume/direction) around the event?  
What plots are available that will best utilize all the above points?

Having identified a suitable plot, how many open sides does it present?  
Will this suit the overall purpose of what the stand should achieve?  
How will you maximise the footfall to this plot? Is it the right plot for your purpose?  
Can you negotiate better rates or better positions?

## **Construction Considerations:**

What are the dimensions of your chosen stand space?  
How many open sides are there? Is it space only or a shell scheme?  
Are there height restrictions? Are there any physical restrictions to the site?  
Will you require carpet or raised flooring? What services will you require (electric, internet, water etc)?  
What hospitality facilities will you need? What audio visual facilities do you require?  
What products will you need to display (dimensions, weights)? Are there any special needs requirements?

## **Logistic Considerations:**

Who will transport the stand and how? Who will erect the stand?  
Will this be a client serviced or provider serviced project?  
How many events are you planning to attend over the next 12 months?  
Will they be larger or smaller events? What are the dates of these events?