



EXHIBITION STAND DESIGN CONSIDERATIONS

01933 411159
www.pod-exhibitions.co.uk

CONTACT DETAILS

Company Name:

Contact:

Position:

Address:

Tel:

Email:

Mobile:

Postcode:

Web:

GENERAL INFORMATION

What does your company do? What are the unique points of your company/products/service?

What do you want to achieve from attending this exhibition? (brand awareness, direct sales, product research, networking etc)

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

SHOW SPECIFICS

Exhibition Name:

Exhibition Venue:

Date of Exhibition:

Stand position:

Stand dimensions:

Maximum Height:

Open on how many sides?

Do you have an Organisers Floorplan or Handbook?

Shell Scheme or Floor Space?

Indoor or Outdoor?

Who will transport?

Who will erect stand?

How will it be shipped?

Who will staff the stand? How many staff in total?



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EXHIBITION STAND IMAGE

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 message should your stand portray in 5 seconds?

Will visitors have any special needs?

Are there any specific colours, corporate identities, images that must be incorporated into your design?
Is this a re-brand or part of an on-going strategy?

STAND REQUIREMENTS

Do you require:

Platform Floor 40mm Platform Floor 100mm

What sort of floor covering is required

Carpet Vinyl Mix/feature cut-ins

Do you require:

Reception desk Bar area
Walk-in store Cupboard storage

If a walk-in store, do you require:

Shelving Fridge
Drink Facilities Catering facilities

Do you require meeting areas:

Private rooms Semi private areas
Open casual seating

Do you require Audio Visual Equipment:

Plasma's Projection Screens Touch Screen
DVD's iPad/Data Capture LCD Screens

Do you require:

Literature holders Bag holders
Product display Demo station

If furniture is required, what style and quantity:

Stools Chairs Sofa

BUDGET & PLAN

What is your budget for this project?*

Would you prefer to rent or buy?

* this is not a trick question so we can spend all your money! If we are aware of what you are realistically prepared to spend, we can suggest systems that fit within your budget

How many shows will you attend over the next year?

Will they be larger or smaller venues?



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PLAN AND DESIGN IDEAS

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, demo stations etc):

NOTES:

Please return this form to: Pod Exhibitions, Lower Farm, High Street, Irchester, Northants NN29 7AB
Tel: 01933 411159 Email: enquiries@podweb.co.uk / 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 serve 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?
- Could the meetings take place off the stand? (at a cafe, restaurant, venue meeting zones, seminars)
- 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?