

# ALLES FÜR DEN AUGENBLICK

## Briefing for exhibition stand

### General:

- How many offers from other companies are you asking for?
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- Is there a design fee? If so, in what amount?
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- Who are your main competitors at the fair?
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- Who are you as a company, what sets you apart from competitors?
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- Who decides on the awarding of the order?
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- What is the current schedule?
  - Deadline for first drafts until
  - Personal rebriefing with adaptation of the design until
  - Delivery of the final draft, including a detailed offer until
  - Decision on the award of the contract until
- What budget is scheduled for the theme exhibition stand construction? If there is no specific budget, we need a rough estimate to € per m<sup>2</sup>. E.g. 350 – 450€/m<sup>2</sup> or 450 – 550€/m<sup>2</sup>
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### For the new stand:

- We need a hall plan with the exact status measures (including hall and stand number) and your CI policies and if possible a logo in jpg
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- What is the motto of your fair appearance?
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- What message should be imparted?
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- What is the objective of the fair? (The number of lead sheets, number directly written orders, qualitative goals...)
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- Is there furniture, displays, product information or technique of you that should be taken into account when planning?
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- What kitchen equipment do you need? (Fridge, dishwasher, sink, stove, shelves, etc.)
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- How much storage space do you need? (giveaways, printed materials, etc.)
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- Do you need discrete meeting rooms? If yes - how many for how many people?
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- Are there any materials that could be used for the stand that you particularly like?
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- What other furniture do you need? (Seating, bar tables, bar, PC workstations, cabinets, etc.)
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- Do you need media technology? (Monitors, sound system, microphones, etc.)
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- Do you have any pictures of booths that appeal to you?
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