## ALLES FÜR DEN AUGENBLICK

## Briefing for exhibition stand

## General:

- How many offers from other companies are you asking for?

를 Is there a design fee? If so, in what amount?

- Who are your main competitors at the fair?
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- Who are you as a company, what sets you apart from competitors?
$>$
- Who decides on the awarding of the order?
$>$
퉁 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 $\mathrm{m}^{2}$. E.g. $350-450 € / \mathrm{m}^{2}$ or $450-550 € / \mathrm{m}^{2}$
$>$


## For the new stand:

- We need a hall plan with the exact status measures (including hall and stand number) and your Cl policies and if possible a logo in jpg
$>$
․ What is the motto of your fair appearance?
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움 What message should be imparted?
$>$
. What is the objective of the fair? (The number of lead sheets, number directly written orders, qualitative goals....)
- Is there furniture, displays, product information or technique of you that should be taken into account when planning?

What kitchen equipment do you need? (Fridge, dishwasher, sink, stove, shelves, etc.)
>

- How much storage space do you need? (giveaways, printed materials, etc.)
>
Do you need discrete meeting rooms? If yes - how many for how many people?
- Are
․ 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.)
$>$
- Do you have any pictures of booths that appeal to you?

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