ALLES FÜR DEN AUGENBLICK

Briefing for exhibition stand

General:

- How many offers from other companies are you asking for?
- Is there a design fee? If so, in what amount?
- Who are your main competitors at the fair?
- Who are you as a company, what sets you apart from competitors?
- 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 m². E.g. 350 450€/m² or 450 550€/m²
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For the new stand:

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- 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
 - What is the motto of your fair appearance?
- 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 there any materials that could be used for the stand that you particularly like?
- What other furniture do you need? (Seating, bar tables, bar, PC workstations, cabinets, etc.)
- 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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ICOM Messebau GMBH | Company for Design & Exhibition Services | Liebigstr. 12 | D-82256 Fürstenfeldbruck



Phone +49 (0) 8141-50147-0 | Fax + 49 (0) 8141-92780 | info@icom-messebau.de | www.icom-messebau.de Managing Director: Bernd Eichenhofer FAMAB: Wirtschaftskommunikation Verband Direkte IFES: Federation Exhibition Eingetragener International of Services Meisterbetrieb HRB 101909 München | ID. Nr. DE811319147 | St. Nr. 117/12910242 Finanzamt Fürstenfeldbruck Volksbank Alling | IBAN DE17 7016 3370 0001 3187 80 BIC-Code GENODEF1FFB Stadtsparkasse München | IBAN DE64 7015 0000 0015 1866 95 | BIC-Code SSKMDEMMXXX



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