

Effective Booth Design: Structure and Graphics (Cont.)

Exhibit Profile/Criteria Worksheet (Cont.)

6. Personnel staffing the exhibit _____

Total number: _____ Needed at all times: _____

7. Exhibit budget: _____

8. Exhibit theme: _____

9. Items to be included in the budget:

_____ Graphics

_____ Flooring

_____ Furniture

_____ Shipping Crates

_____ Audio/Visual

10. Graphic content

_____ Corporate identity

_____ Current ad campaign

_____ Logos and Corporate colors

_____ Current product brochures

11. Are there any color restriction/requirements to be followed in exhibit designs? _____

12. Are graphics displayed _____ front- or _____ rear-illuminated?

13. Will graphics be interchanged show to show? _____

14. Video — How many different programs will be shown, what is their content, and will separate monitors need to be used?

Is an interactive unit required or desired? _____

Does the program script exist or will it have to be generated? _____

Other A/V required? _____

15. Is literature to be made available at the show? _____

How will it be dispersed?

_____ Salesperson

_____ Information desk

_____ Literature rack

Number of literature pieces: _____ Quantity of each: _____

16. Conference area:

How many? _____ How many should each accommodate? _____