

# DESIGN WORKSHEET

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## What Will Bring an Audience to Your Exhibit?

- Pre-show promotions/mailings
- Staff that engages and communicates effectively
- Exhibit promotions—drawings, giveaways, live presentation
- A new product or service to draw attention
- Brand recognition of your company, product or service
- Exhibit design and graphics
- Education—audience will learn something new
- Other \_\_\_\_\_

## What is Your Message?

What message do you want to communicate in the first 5 seconds a visitor sees your exhibit?

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## What is Your Advantage?

What advantage do you have over your competitors? What unique benefits are you offering?

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## Considerations

1. Date of exhibit: \_\_\_\_\_
2. Set up date and time: \_\_\_\_\_
3. Size of booth: \_\_\_\_\_ by \_\_\_\_\_ feet
4. Budget for design and construction of your exhibit: \$ \_\_\_\_\_
5. Schedule for design and construction: Start \_\_\_\_\_ Finish \_\_\_\_\_
6. How many shows will the exhibit be used for? \_\_\_\_\_
7. What do you want your image to be:
  - Conservative                       Contemporary                       Progressive
  - High Tech                               Environmental                       Other \_\_\_\_\_
8. Environment:       Open and Inviting       Controlled
9. Form:       Simple       Angular       Circular
- Other \_\_\_\_\_

10. Colors:  
 What colors are used in your corporate logo? \_\_\_\_\_  
 What colors work well with your corporate identity? \_\_\_\_\_  
 What colors work well for your image? \_\_\_\_\_  
 Are any colors not appropriate? \_\_\_\_\_
11. Who is in charge of coordinating the booth? \_\_\_\_\_
12. How many staff will be in the booth at one time? (Make sure to take into account lunch and bathroom breaks.) \_\_\_\_\_ Through out the day? \_\_\_\_\_
13. Who will work? \_\_\_\_\_
14. How will the products be displayed: \_\_\_\_\_
15. Do you need space for:
- |                                      |   |  |
|--------------------------------------|---|--|
| <input type="checkbox"/> Product     | <input type="checkbox"/> Giveaways        | <input type="checkbox"/> Literature    |
| <input type="checkbox"/> Computers   | <input type="checkbox"/> Supplies         | <input type="checkbox"/> Briefcases    |
| <input type="checkbox"/> Coats       | <input type="checkbox"/> Lockable storage | <input type="checkbox"/> Drinks/snacks |
| <input type="checkbox"/> Other _____ |   |  |
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16. What kind of space is needed for demonstrations, activities, visitors filling out forms or conversations with potential customers? \_\_\_\_\_
17. Do you need electricity? \_\_\_\_\_
18. Lighting:  
 What needs to be highlighted? \_\_\_\_\_  
 Where in the booth is extra lighting needed? \_\_\_\_\_  
 What type of extra lighting would be appropriate? \_\_\_\_\_
19. Do you need carpet? \_\_\_\_\_
20. Do you need internet? \_\_\_\_\_
21. What tools are needed for set up?
- |                                      |                                      |  |
|--------------------------------------|--------------------------------------|--|
| <input type="checkbox"/> Hammer      | <input type="checkbox"/> Screwdriver | <input type="checkbox"/> Extension cords     |
| <input type="checkbox"/> Scissors    | <input type="checkbox"/> Cord        | <input type="checkbox"/> Tape (Scotch, Duct) |
| <input type="checkbox"/> Other _____ |                                      |  |
22. Other needed supplies:
- |                                      |   |                                     |
|--------------------------------------|---|-------------------------------------|
| <input type="checkbox"/> Fish bowl   | <input type="checkbox"/> Business cards | <input type="checkbox"/> Entry form |
| <input type="checkbox"/> Card holder | <input type="checkbox"/> Pencils        | <input type="checkbox"/> Pens       |
| <input type="checkbox"/> Signage     |   |                                     |