



**The London Display Company Limited, Exhibitions Division**

74 Pulteney Road, London, E18 1PS

Tel: 020 8530 3667 Fax: 020 8530 4500 E-mail: [exhibitions@thelondondisplay.co.uk](mailto:exhibitions@thelondondisplay.co.uk) Web: [www.thelondondisplay.co.uk](http://www.thelondondisplay.co.uk)

# STAND DESIGN BRIEF

Please print, complete and return to us either as a scan attached to an e-mail, by fax or by post. Please provide as much relevant additional information as possible, including venue details, corporate literature, images of previous exhibition stands etc.

## Client Details:

Contact Name :	<input type="text"/>	Email address:	<input type="text"/>
Job Title :	<input type="text"/>	Website :	<input type="text"/>
Company Name :	<input type="text"/>	Telephone No. :	<input type="text"/>
Address :	<input type="text"/>	Fax No. :	<input type="text"/>

## Do you have a set budget for this stand?:

If so, what is your budget?	<input type="text"/>
Is it for this show only? (please detail if not)	<input type="text"/>

What does this need to cover? (eg., stand structure only or other items such as design and production of graphics, flooring, installation/dismantling, services, etc.)

## Show Details:

1st Show Date :	<input type="text"/>	Date Design Required:	<input type="text"/>
Show Name :	<input type="text"/>	Venue Name :	<input type="text"/>
Stand Number :	<input type="text"/>	Organisers Name :	<input type="text"/>
Organisers Telephone No. :	<input type="text"/>		



## Stand Details:

Stand Dimensions :

(Please supply additional sketched plan view if possible or advise whether back wall only, back wall and right wall or back wall and left wall - as you look at the stand).

Do you have a hall plan ?  Yes  No

Have you booked -  Shell Scheme  Space Only

Are there any height restrictions ?  Yes  No

If **Yes** please detail :

Is there anything on the stand which need to be hidden, such as pillars?

## Stand Requirements:

Sales/Presentation Area  Yes  No Additional Info:

---

Office Area  Yes  No Additional Info:

---

Storage Area  Yes  No Additional Info:

---

Hospitality/Bar Area  Yes  No Additional Info:

---

Discussion Area  Yes  No Additional Info:

---

Furniture  Yes  No Additional Info:

---

Audio Visual Requirements  Yes  No Additional Info:  
(eg plasma screens/pc's)

---

Lighting Preferences  Yes  No Additional Info:

---



**Showcases**  Yes  No Additional Info:

---

**Shelving**  Yes  No Additional Info:

---

**Floral Requirements**  Yes  No Additional Info:

---

**Literature Dispensers**   No Additional Info:

---

**Raised Platform**  Yes  No Additional Info:  
(Specify finish)

---

**Floor Covering only**  Yes  No Additional Info:

---

**Wheelchair ramp**  Yes  No Additional Info:

---

**Transit Cases**  Yes  No Additional Info:

---

**Additional Information :**

---



What are your reasons for attending this show and which particular products/services are you looking to promote?  
(Please supply as much product information as possible, including dimensions, weights, etc.)

---

Do you have any other shows planned within the next 12-18 months?

---

What was your last stand like? What worked well for you? What did you like about it?

---

What styles of exhibition stand do you like/not like?

---

What image should your stand portray? Would you like it to have a particular feel or theme?

---

What are the most important messages/images that you would like to get across in the time it could take someone to walk past your stand?

---

Would you be interested in hearing about 'crowd puller' ideas such as professional sales entertainers?

---

Do you have any specific graphic material/company logos etc. that you would like included in the stand design?  
Have you attached these images or can you advise us where we can get them from?

---

Are there any specific colours we should use or avoid on your design?

---

Are there any other details you would like us to be aware of/include?

---



Please supply a separate sketch, if possible, of any ideas you have on layout etc.