

Mills Media Group

2 Morpeth Wharf, Twelve Quays, Wirral. CH41 1LF

Tel: 0151-649 3600

Fax: 0151-649 3700

www.millsmediagroup.com



EXHIBITION SYSTEMS DESIGN BRIEF	
Company Name:	Main Contact
Tel No:	Email:
Mobile No:	Date:
Address:	
Company website: www.	
Date you require our written proposal:	
1. What is your budget?	5K - 10k <input type="checkbox"/> 10K - 25K <input type="checkbox"/> 25K - 50K <input type="checkbox"/> 50K+ <input type="checkbox"/> Please specify your budget <input type="text" value="£"/>
2. Is this budget for this show only?	Yes <input type="checkbox"/> No <input type="checkbox"/>
3. Please supply details of the exhibition.	Exhibition Name: Venue: Stand No: Exhibition Organisers: Telephone No: Can you supply a hall floor plan? Yes <input type="checkbox"/> No <input type="checkbox"/>
4. What are the dates of the exhibition?	Start <input type="text" value="/ /"/> Finish <input type="text" value="/ /"/>
5. Stand size and type	Width x Depth (m) Shell Scheme <input type="checkbox"/> Space Only <input type="checkbox"/> Corner <input type="checkbox"/> End of Aisle <input type="checkbox"/> Mid Aisle <input type="checkbox"/> Island <input type="checkbox"/> Open on how many sides? 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> Are there any height restrictions? Yes <input type="checkbox"/> No <input type="checkbox"/> If yes please specify

<p>6. Are you attending any other exhibitions for which you plan to reuse the exhibition systems?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please supply details including dates, exhibition names and stand sizes.</p> <p>Dates: _____ Venue: _____</p> <p>Stand Size: _____ Exhibition Name: _____</p>
<p>7. Do you have any existing exhibition systems or displays you wish to use?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please supply details</p>
<p>8. Do you want to use standard off the shelf – reusable systems?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Multi-banners <input type="checkbox"/> Twist System <input type="checkbox"/> Panel & Pole <input type="checkbox"/></p> <p>Modular <input type="checkbox"/> Graphic Panels <input type="checkbox"/> Pop-ups <input type="checkbox"/></p> <p>Metro <input type="checkbox"/> Unibox <input type="checkbox"/> Other <input type="checkbox"/></p>
<p>9. Do you want a custom build stand for the show?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>
<p>10. Do you require any of the following specific areas?</p>	<p>Meeting area <input type="checkbox"/> Live demo <input type="checkbox"/> Video play in <input type="checkbox"/></p> <p>Store room <input type="checkbox"/> Store cupboard <input type="checkbox"/> Hospitality <input type="checkbox"/></p> <p>Office <input type="checkbox"/> Bar <input type="checkbox"/></p>
<p>11. Do you require any of the following? Please specify quantities</p>	<p>Counters <input type="checkbox"/> Shelving <input type="checkbox"/> Literature Racks <input type="checkbox"/></p> <p>Storage Units <input type="checkbox"/> Display plinths <input type="checkbox"/> Reception desk <input type="checkbox"/></p> <p>Seating <input type="checkbox"/> Tables <input type="checkbox"/> Chairs <input type="checkbox"/></p> <p>Raised floor <input type="checkbox"/> Carpeting <input type="checkbox"/> Disabled ramp <input type="checkbox"/></p> <p>Floral displays <input type="checkbox"/></p>

<p>12. Do you wish to purchase or hire systems?</p>	<p>Purchase <input type="checkbox"/> Hire <input type="checkbox"/> Mix <input type="checkbox"/></p>
<p>13. Do already have artwork for the graphics?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please supply details. Or do you wish Mills Media to quote for the design?</p>
<p>14. What other services, facilities do you need?</p>	<p>Electricity <input type="checkbox"/> ADSL/Data <input type="checkbox"/> Water <input type="checkbox"/></p> <p>Waste Water <input type="checkbox"/> Computers <input type="checkbox"/> Monitors <input type="checkbox"/></p> <p>Plasmas <input type="checkbox"/> DVD Player <input type="checkbox"/></p> <p>Clothing <input type="checkbox"/> Hospitality <input type="checkbox"/> Name Badges <input type="checkbox"/></p> <p>Gifts <input type="checkbox"/> Brochures <input type="checkbox"/> Scanner Pens <input type="checkbox"/></p> <p>Photography <input type="checkbox"/> Video <input type="checkbox"/></p> <p>Other, please specify <input type="checkbox"/></p>
<p>15. What are you exhibiting?</p> <p><i>Please give quantities, sizes and weight of any larger items that may be displayed along with the products or services that will be exhibited</i></p>	
<p>16. Which market are you targeting?</p>	

<p>17. What are your key messages or straplines?</p>	
<p>18. Do you have a corporate style for the stand or any existing design and graphics you wish us to follow? E.g. Literature or website.</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If yes, please supply details</p>
<p>19. What other specific display requirements do you have, not covered by the details above?</p>	
<p>20. Further Information?</p> <p><i>Please supply any relevant company literature which will assist us in designing your stand.</i></p> <p><i>What worked well at previous shows? What would you change? Have you got photos of previous shows?</i></p> <p><i>Further notes – PTO</i></p>	
<p>21. Please give an alternative point of contact in case of holidays or absence?</p>	<p>Alternative Contact Name: Phone no:</p> <p>Email address: Mobile:</p>

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PLAN OF PROPOSED EXHIBITION STAND	
Company Name:	Exhibition Name:
Venue:	Stand No:
Size:	Space only / Shell Scheme
Please use this 20 x 20 grid to indicate a proposed layout for your stand. The squares can be taken as any size (eg 1m or 0.5m grid pattern)	

