

Please complete the below questions as we will use these details to facilitate your design so it –

- Looks great and is on budget
- Facilitates your requirements at the show
- Provides the desired outcome for you
- Forms the basis for a long term exhibiting program.

## What show are you attending?

## and why?

Stand size in metres ...m x ...m Space booked? - shell scheme or space only (please tick if applicable).

Do you have a copy of the exhibitor pack? Yes No This will contain all of the design parameters and constraints we need to be aware of.

Are there any height restrictions? Yes No What's the maximum height you can build to in metres?

Do you need our stand installation and dismantle service? Yes No

Do you have a preference for your stand design? Backwall only U shape L shape custom (please tick applicable).

## What are your USP's?

How does your brand differentiate you within the market?

Are there any pre-show marketing campaigns that we need to be aware of that we can tie in with the stand design / function

If your main competitor is exhibiting at the same show opposite your stand and I am walking down the show aisle towards your stand, why would I come onto your stand and not the competitor?

## What shows have you previously exhibited at?

If you have exhibited before what's prompted you to look for a new stand?

What worked and what didn't on your previous stands?

Are there any future events that we need to be aware of when designing your stand?

What are you looking to focus on at future events?

Do you have the same message at all shows or are you looking for a way of quickly and easily changing your message to suit your visitors?

## Do you have an outline budget for this event?

If you do not have a budget yet, what was your stand spend on previous shows with similar stand footprints?

What does the budget need to cover?

## How will you measure the success of the event? ROI

What is your desired outcome from the show?

## What will your on stand activity look like?

How can we facilitate that within the stand design? Please tick box if applicable

Lead taking Demos Hospitality Product launch Competitions Promo handouts Digital engagement

Please return your form to: [info@marlerhaley.co.uk](mailto:info@marlerhaley.co.uk)