



Briefing  
Questionnaire  
Corporate Architecture  
Release: 17.9.2008

Please fill in your customer information:

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

email: \_\_\_\_\_

Website: \_\_\_\_\_

**Customer's market position:**

- Leader                       Newcomer                       Offender

**Pricing Strategy:**

- high                       middle                       low

**Company Strategy:**

- innovative                       conservativ                       quality focus  
 specialist                       low-cost                       ecosensitive  
 Know-how leader



Please fill in the trade show information:

**Name of trade show:**

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**Place of trade show:**

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**Date of trade show:**

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**Other trade shows:**

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**Objective of trade show:**

- Presentation of new products
- Image
- Customer care
- Customer Akquisition
- Many Contacts
- Other objectives



2.0  
Trade show  
information

Please fill in the stand information:

**Who will be in charge of decoration of products on the stand:**

- customer
- advertising agency
- stand builder

**Desired statement of exhibition stand:**

- futuristic
- conservativ
- innovative
- down-to-earth

**Appearance of the stand:**

- open stand
- half open stand
- closed stand

**Structure of the stand floor:**

- Single floor stand
- Double floor stand

**Material of flooring:**

- carpet floor
- wooden floor
- other floor: \_\_\_\_\_

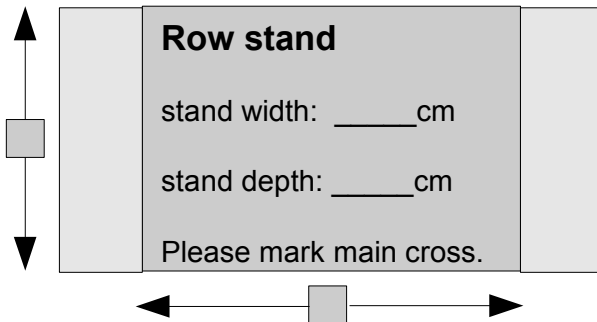
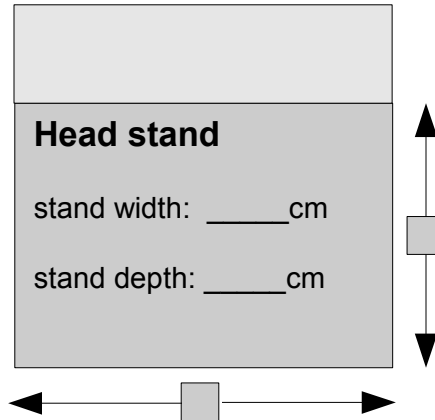
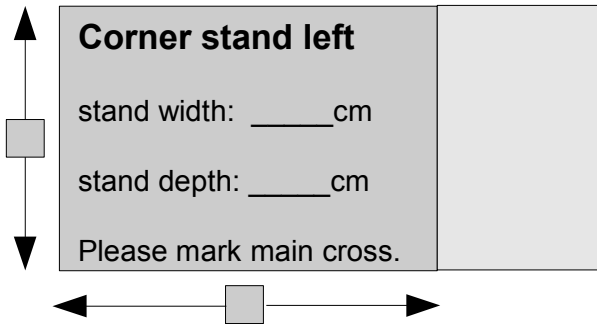
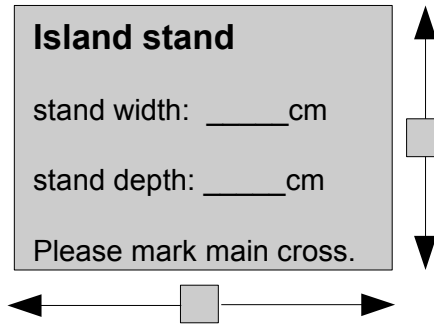
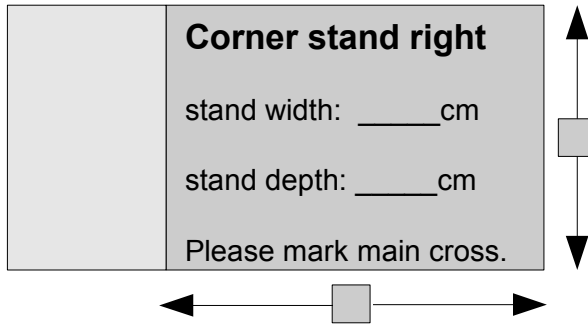


3.0  
Stand  
information

Please fill in the stand information as well as the stand type:

**Stand information:**

exhibition hall: \_\_\_\_\_ stand number: \_\_\_\_\_



3.1  
Stand  
information

Please fill in the stand information:

**Stand design information:**

- exhibition system based
- conventional stand
- conventional and system mixed

**Necessary stand elements:**

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Lounge area       | <input type="checkbox"/> Kitchen   |
| <input type="checkbox"/> Meeting room      | <input type="checkbox"/> Inventory |
| <input type="checkbox"/> Reception counter | <input type="checkbox"/> Bar       |
| <input type="checkbox"/> Bar chair         | <input type="checkbox"/> Tables    |
| <input type="checkbox"/> Chairs            | <input type="checkbox"/> Showcases |
| <input type="checkbox"/> Podium            |                                    |

**Stand architecture:**

- |   |   |
|---|---|
| <input type="checkbox"/> single level stand | <input type="checkbox"/> double level stand |
|---|---|

Please supply us with exhibition hall plans.



**Please fill in the product information:**

**Products to be showed:**

**Means of presentation:**

- looking
- hearing
- product will be presented (demo)
- product will be inspected by visitor
- product will be used by visitor
- tasting
- smelling
- in motion
- feeling

Please supply us with product brochures and pictures of products to be shown on your stand.



4.0  
Product  
information

Please fill in the technical requirements:

**Energy requirements:**

- Energy: \_\_\_\_\_ kw
- Water: \_\_\_\_\_ h/bar
- Air: \_\_\_\_\_ h/bar

**Communication requirements:**

- Internet access
- Wireless lan
- Ethernet network

**Person in charge for booking of technical requirements:**

- customer
- WWM

Please supply us with plans of the exhibition hall.



Please fill in the needed information concerning the offer:

**Offer information:**

- Rental system
- Buying Stand

**Budget information:**

Budget: \_\_\_\_\_ €

- Including graphics
- Excluding graphics

**Competitor Information:**

Who has build your stand so far: \_\_\_\_\_

Number of offers requested: \_\_\_\_\_



6.0  
Offer  
information

## Contact information

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7.0  
Contact  
information



8.0  
References