

# Design Brief



## Custom Stand Design Worksheet

Custom Designed Stands provide you with the most powerful, attention grabbing tool for promoting your business at exhibitions. Our objective is to make certain that your stand grabs the attention of your potential customers. So that we clearly understand your needs and objectives we appreciate your time in answering the following questions. This brief will also help you with the planning process.

### Contact Information:

Company Name		
Contact		
Address		
Phone	Fax	Mobile
Website		Email

### Why are you exhibiting? (Selling and Communication objectives)

- Generating leads/sales
- Introducing new products/services
- Meeting with existing customers
- Learning/teaching
- Increasing awareness

### What will attract an audience to your exhibit?

- Pre-show promotions
- Effective staff that engages and communicates
- Promotions, contests, giveaways, mimes, magicians, live presentation
- New product that will draw attention to the exhibit
- Brand recognition of your company or its products/services
- The exhibit design and graphics

### What is your message?

What message do you want communicated in the first 3 seconds after a visitor sees your exhibit? \_\_\_\_\_

\_\_\_\_\_

### What are your competitive advantages? Benefits offered?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### What will be your measures of success from this event? Your expectations?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

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**GRAPHIC DESIGN**  
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## Event Information:

Event Name		
Event Venue		
Installation:	Date	Time
Open:	Date	Time
Close:	Date	Time
Dismantle:	Date	Time

Please list all other events that you wish to use this exhibit for.

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## Stand Configuration:

Stand Number \_\_\_\_\_ Space Size: \_\_\_\_\_ x \_\_\_\_\_ meters

Stand Type:  Space Only  Shell Scheme

Open Front  Open 2 sides  Open 3 sides  Open 4 sides

Budget for design/construction? \$ \_\_\_\_\_

This figure should not include the hire of the exhibit space. For a schedule for design and construction please refer to the attached 'Schedule for building a Custom Exhibit worksheet'.

## Product Considerations:

What products are being presented or displayed?

1.	2.
3.	4.
5.	6.

Description of product/s (include dimensions and weight)

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## Presentation:

Free Standing  Wall Mounted  Stand Alone  Theatre Style

Desk Top  Audiovisual  Computer (Mac / PC)  Plasma Screen

Other \_\_\_\_\_

### Data / Audiovisual source required:

VHS  Beta  SVHS  Lap Top  Computer (Mac / PC)

## Design Requirements:

Corporate Colours and graphic guidelines. (PMS)

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Corporate Slogan/ Message

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Company Image

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Theme

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