

EXHIBIT PLANNING QUESTIONNAIRE

Thank you for allowing Stevens Exhibits/Displays, Inc. to address your Trade Show Marketing needs. Please take a few moments to complete this questionnaire, as accurately as possible, so we may fulfill your Sales and Marketing objectives.

COMPANY INFORMATION:

Company Name : _____

Address: _____ City: _____ State: _____

Zip: _____ Fax: _____ Phone: _____

E-Mail: _____

Representative: _____ Title: _____

COMPANY FACTS:

Describe your company and product and/or service provided:

How many Trade Shows does your company exhibit annually? _____

What are your major shows? _____

Who are your customers? _____

What is your position in the marketplace? _____

TRADE SHOW MARKETING GOALS AND OBJECTIVES:

Describe your company's marketing and Trade Show Marketing goals and objectives, and how your intend to correlate the two: _____

Does your company require any Marketing assistance?

ADVERTISING/MARKETING RELATIONSHIP TO EXHIBIT:

Does your company have any restrictions on logo or type face usage?

If so, please describe: _____

Does your company plan to incorporate a central theme or message into your exhibit program? _____

Describe type of collateral to be distributed (controlled hand-outs, give-a-ways, etc.), if any, and distribution medium (literature holders, on counters, etc.): _____

EXHIBIT REQUIREMENTS:

Primary exhibit space size: _____ Island: _____ Peninsula: _____ Inline: _____

Will your exhibit require alternate configurations? _____ If yes, please describe:

Please list any corporate or preferred colors. (If possible, please provide PMS colors): _____

Give preference, if any, of architectural style, shape, texture, etc.: _____

Preference of floor covering (circle all that apply)

Carpet Padding Tile Other _____
Rental Purchase

Does your exhibit require counters or literature holders for collateral pieces? _____

* Please include any literature, annual reports, etc., that you feel would aid in defining a design direction for your exhibit.

GRAPHICS:

Describe type of graphics best suited for backwall: _____

Corporate Identification: _____

Product Identification: _____

Does your exhibit require: Rear illuminated transparencies: _____ Posters: _____
Opaque color or B/W photo enlargements: _____
Other (describe): _____

STORAGE REQUIREMENTS: (circle all that apply)

Product Literature Brief Cases Coats Give-A-Ways
Other (describe): _____

AUDIO/VISUAL/COMPUTER:

Audio/visual presentation: (Circle all that apply)

Digital Kiosk Video Slide Show Music Other (describe): _____

Do you require any computer or interactive apparatus? _____

Does your exhibit marketing program demand live performances or demonstrations? _____
If yes, please explain: _____

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SALES REQUIREMENTS:

Does your exhibit require: Registration/Reception Area? YES _____ NO _____
Imprinters? YES _____ NO _____
Custom Inquiry Cards? YES _____ NO _____

Conference Area (circle): Open Private Semi-Private Other: _____
of people to accommodate: _____
Furniture preference: _____

Lounge Area (circle): Open Private Semi-Private Other: _____
of people to accommodate: _____
Furniture preference: _____

FURNITURE:

Rental Purchase Other: _____

Does your exhibit require: Ashstands _____ Wastebaskets _____ Refrigerator _____
Easels _____ Stools/chairs _____ Other: _____

Please note any special requirements: _____

FIELD SERVICES:

Does your company wish to take advantage of our field service coordinators? Yes ____ No

Third Party Billing or Bill Direct to your company? _____

Services required (circle): Drayage Electrical Rigging Telephone Fax
Vacuuming Porter Floral Photography Other: _____

Does your company need assistance with onsite or offsite meeting or hospitality planning?

Installation and dismantling to be performed by Stevens Exhibits (or associate company) or other?

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EXHIBIT HOLDING:

