

## Trade Show Display Design Questionnaire

Please consider the following when creating your exhibit requirements document.

1. Are you interested in
  - a. Renting a display
  - b. Purchasing a display
  - c. Don't know what is best for my situation
  
2. What size display do you need? \_\_\_\_\_
  
3. What are your goals & objectives for the show for the following?
  - a. Brand awareness  
\_\_\_\_\_  
\_\_\_\_\_
  - b. Lead generation  
\_\_\_\_\_  
\_\_\_\_\_

Comments \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. How would you like to be portrayed by your customers, prospects, competitors and analysts at the show?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
5. What activities will you be conducting within your booth space?
  - a. group product presentations
  - b. ad-hoc product demos
  - c. scheduled meetings and/or impromptu meetings
  - d. serving drinks and/or food
  - e. contest or drawing for giveaways

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Which products and/or services will you include in your exhibit and how will they be displayed?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. What is your plan for demonstrating your products and/or services?
- a. Group presentations
  - b. Individual demonstrations
  - c. Self-service product demonstrations
  - d. Product sampling

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. Which specific display components/elements would you like to include in your display?
- a. real estate for graphics - branding & messaging
  - b. reception area
  - c. product display cases/areas
  - d. product demonstration kiosks/stations
  - e. group presentation area or theater
  - f. meeting area – private, semi-private or casual
  - g. lounge area
  - h. storage space
  - i. counters/cabinets
  - j. hanging sign

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

9. How do you plan to use technology within your display?
- a. Monitors
  - b. iPads/tablets
  - c. PA system
  - d. Video wall
  - e. Touchscreen technology
  - f. Audio
  - g. Other

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. Any other requirements and/or objectives for your exhibit?

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\_\_\_\_\_  
\_\_\_\_\_