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?

________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________