



# CUSTOM DESIGN BRIEF

AEH Custom Displays has produced this design brief to assist you in clarifying your exhibition objectives. Our design team will work with you from project conception to completion ensuring your proposed exhibit perfectly reflects your corporate identity.

Let our professionalism and dedication translate to your success.

## Details

Company:

Event:

Event type:

Trade show       Public

Venue:

Dates:

from  to

Stand Number:

Stand Dimensions:

width       depth       height

*NOTE: There may be height and/or rigging restrictions at your venue.*

Stand Configuration:

Peninsula       Row       Corner       Island

## Marketing Strategies

What experience do you want your audience to take away from visiting your stand?

Please provide hierarchy details of brand/product logos, in respect to your company logo.

What key information do you want to present to your target audience?

Who are your main competitors at this event?

What sets your company apart from your competitors?

Do you have a current marketing/advertising campaign or theme which should be carried into the stand design. Please provide details.

Do you require interactive elements on your stand? (eg. Incentives, Prizes, Catering) Please specify.

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**AEH** Custom Displays

## Budget

It is important to provide a budget so that we can design a stand to meet your requirements.

Please select a price range. All prices quoted by AEH are in \$AUD and excluding GST.

- \$10,000 - \$15,000       \$15,000 - \$20,000  
 \$20,000 - \$25,000       \$25,000 - \$30,000  
 \$30,000 - \$40,000       \$40,000 - \$50,000  
 \$50,000 - \$60,000       \$60,000 +

Other

Please indicate if catering is additional to budget.

If budget permits, do you have a preference for rigging?

## Layout Details

Storage required:     Cupboard     Walk in

Seating Style:  Lounge     Cafe     Semi private

Flooring:    Raised     Carpet  
 White  
 Timber    Other   
 Carpet

Please provide details for any AV equipment. Please indicate which items you require AEH to provide and which are client supplied.

What are the details, dimensions and weight of any products you wish to display.

Please provide details for dedicated power, cables and WIFI.

Do you require hooks for give-away bags?

## Layout Details

Which elements are a 'must have' in your stand design?

How many staff do you plan to have on the stand?

Do you plan to attend other events this stand could be used at?

Are there any other details that may assist us in designing your stand?

## Please Attach

- Corporate brand guidelines.
- Marketing material (*specific to brands/products displayed*).
- Floor plan for this event.
- Exhibitor Manual (*or prospectus if manual not available*)



A division of **Adelaide Expo Hire**

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