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 h	eight and/or rigging re	estrictions a	t your venue.		
Stand Configuration:	Peninsula	Row	Corner	Island		
	g Strategie: do you want your a stand?			Please provide hierarchy espect to your company	details of brand/product logos, ir r logo.	
What key information do you want to present to your target audience?				Who are your main competitors at this event?		
Do you have a cu or theme which s Please provide de	rrent marketing/ad\ hould be carried int tails.	vertising campaigr to the stand desigr	ı 1.		apart from your competitors?	
			L It	ncentives, Prizes, Caterin	e elements on your stand? (eg. ng) Please specify.	

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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.

\$15,000 - \$20,000 \$35,000 \$40,000

\$20,000 - \$25,000 \$40,000 - \$45,000

\$25,000 - \$30,000 \$45,000 - \$50,000

\$30,000 - \$35,000 \$60,000 +

Other

Please indicate if catering is additional to budget.

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

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?

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?

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)



Contact details:

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