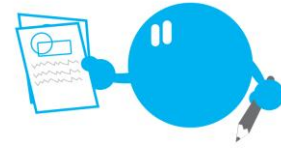


DESIGN BRIEF FORM

an exceptional design starts with an exceptional brief



Thank you for your interest in our services.

Please take the time to complete our creative brief form. It may seem long but most of it is checkboxes, so you will only need 10 - 15 minutes. This form will be used as a guideline for your design, so the more specific you are, the closer we will be your vision. If the spaces provided are not enough, please use the overflow area at the end of the form.

Thank you for your time!



a member of INDEX HOLDING

Company Name:

Reference No.:

for official use only

Point of Contact:

Date: day month year

Required Services

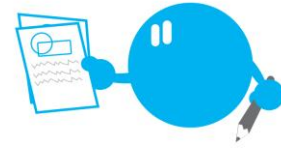
<input type="checkbox"/> Stand Design	<input type="checkbox"/> Stand Design and Construction
<input type="checkbox"/> Please include the cost of detail drawings	
We would like the stand structure as:	
<input type="checkbox"/> Rental	<input type="checkbox"/> Sale

General

Dimensions: m x m	Sides open: ISLAND	Levels: Single
Budget (mandatory) : Dhs.	Deadline: day month year	
Event:	Venue:	
Date – From: d m y	Hall:	
To: d m y	Height Restriction	meters

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Stand Requirements

Reception	
Quantity:	Preferred Location:
Special requests:	

Meeting Areas			
Type	Quantity	No. of people per area	Specification
<input type="checkbox"/> Casual (sofa)			Open
<input type="checkbox"/> Formal (meeting)			Open
<input type="checkbox"/> Bar tables/stools			Open
<input type="checkbox"/> VIP			Open
<input type="checkbox"/> Standing			Open
Notes:			

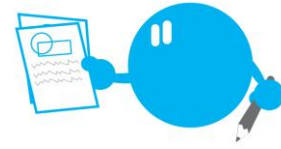
Catering	
<input type="checkbox"/> Closed	Area allocated (sqm):
<input type="checkbox"/> Open	<input type="checkbox"/> Bar counter required
<input type="checkbox"/> Please provide bar stools in front of the bar counter	Quantity:
Number of hosts:	Preferred Location:
Notes/special requests:	

Graphic Requirements

<input type="checkbox"/> We will be providing ready-to-print artwork to be placed on the stand
Special requests:

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Design Requirements

Mandatory design considerations

Logo/corporate colours: Mandatory Optional

Other colours to be used:

Stand layout: Open Plan Closed Plan

Theme: Formal Casual Exclusive Inviting
 Conservative Flashy

Please avoid:

Notes:

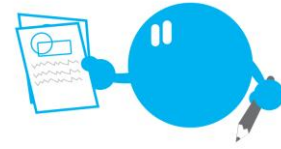
Display Requirements

The following items will be displayed on the stand

1.	Dimensions
2.	Dimensions
3.	Dimensions
4.	Dimensions
5.	Dimensions
Special requests	

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AV Requirements

<input type="checkbox"/> Plasma Screen <input type="checkbox"/> 42" <input type="checkbox"/> 48" <input type="checkbox"/> 60"	
Quantity	Preferred locations
Connected to:	
<input type="checkbox"/> DVD <input type="checkbox"/> Laptop <input type="checkbox"/> Machinery <input type="checkbox"/> Will be used for presentations	
Other AV requirements:	

IT Requirements

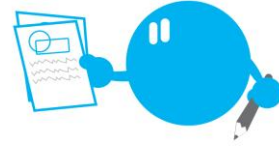
The following IT equipments will be on the stand:		
<input type="checkbox"/> Laptop	Quantity	Specifications
<input type="checkbox"/> Desktop PC	Quantity	Specifications
<input type="checkbox"/> Printer	Quantity	Specifications
<input type="checkbox"/> Fax	Quantity	Specifications
<input type="checkbox"/> Please provide us with workstations for the above equipment		
The workstations will be used to:		
<input type="checkbox"/> Fill in forms <input type="checkbox"/> Surf our company website <input type="checkbox"/> Other		

Presentation Requirements

<input type="checkbox"/> We will have live presentations on the stand
Please accommodate presenters and audience
The audience will be
<input type="checkbox"/> Seated <input type="checkbox"/> Standing <input type="checkbox"/> Leaning
<input type="checkbox"/> Please make suggestions for special features on the stand, e.g., interactive touch screens, gobos, water features.
<i>Note: This will be subject to the project's budget.</i>

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About us

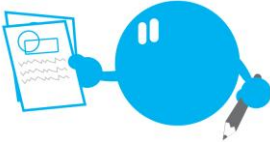
Our core business is
<input type="checkbox"/> Please display the company slogan on the stand
Company slogan
Our target audience are
<input type="checkbox"/> Public <input type="checkbox"/> Investors <input type="checkbox"/> Other

My ideas

I have attached the following to help you envision our expectations:	
<input type="checkbox"/> Brochure	
<input type="checkbox"/> Branding Guideline	
<input type="checkbox"/> Company logo (outlined, in .eps format)	
<input type="checkbox"/> Pictures of previous stands	
<input type="checkbox"/> Client ideas / drawings	
I have seen the following stands in past exhibitions and find them inspirational:	
Company	Event
Company	Event
Company	Event

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Overflow area