



ProExhibits NEEDS ASSESSMENT

We are delighted to have an opportunity to develop an exhibit design solution that meets your marketing needs. Our team commitment is to exceed client expectations, exemplified by winning over 80% of all qualified design proposals. In order to help us help you, please fill out as much of the information possible. If you prefer call us, and we can walk you through each section.

DESIGN QUESTIONNAIRE

Company name: Company website:
Your name: E-Mail:
Street address: City/state/zip: Telephone/fax:

TRADE SHOW OBJECTIVES

Please describe your target market
(i.e. engineer, end-user, distributor):

What does your company want to achieve by exhibiting at trade shows? Check all that apply.

- Establish corporate presence on show floor and among competitors Gather qualified sales leads
 Educate potential clients about products or services Demonstrate product(s)
 Address company positioning in the market place Other (Please explain):

ABOUT THE EXHIBIT

Number of shows annually

Are you interested in purchasing, renting or leasing an exhibit?

- Purchase Rent Lease

What is the booth size? Height limitation?

Next show date Name Location

Booth # and/or Floor Plan available Y N

- In-line Island Peninsula

Material preferences?

- Laminate/hardwall Fabric Metal/Extrusion Other:



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Please identify known requirements you have for the booth:

Number of chairs: Number of tables:

Number of workstations: Number of display counters:

Back wall for peninsula:	Y	N	Hanging sign:	Y	N	Lounge:	Y	N
Lighting truss:	Y	N	Tower:	Y	N	Double-deck:	Y	N
Reception area:	Y	N	Shelving:	Y	N	Demo space required:	Y	N
Locking storage:	Y	N	Stage:	Y	N	Mounted monitors:	Y	N
Flooring:	Y	N	Theatre:	Y	N	Semi-private conference room:	Y	N
Private conference room:	Y	N	AV/Video:	Y	N	Product Demo Display Cases:	Y	N

Does the exhibit need to reconfigure into different sizes and booth types (linear, peninsula, islands)? Y N

If so, please list booth space, sizes and types:

EXHIBIT AESTHETICS

General

What is the general design "feeling" you would like to see in your booth (check all that apply)

Open and airy	Closed	Symmetrical
Non-symmetrical	Curved Elements	Straight Lines
Freeform	Conservative	

What is the look you desire (Check all that apply)

Conservative	Architectural	Minimalist
High-Tech/Innovative	Industrial/Metallic	Elegant Understated

Do you prefer "open" or "enclosed" architecture?

Open	Enclosed
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Colors

What are the preferred colors for your exhibit?

Are there any materials or finishes you would like to see featured?

Company PMS colors?

Any specific colors and/or materials you do not wish to use?

Corporate Identity Standards

Does your company have Identity, Brand or Style guidelines? Y N

If so, may we have access to the standards? Y N



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Website

Does your website represent the image that you would like to convey in your exhibit? Y N

Company Marketing Positioning Statement

What is your company's marketing "tag line" or positioning statement for your targeted audience at this show?

Does this change from show to show or for reconfigurations? Y N

Lighting Requirements

Any special lighting needs? Y N

BUDGET

Approved Budget: \$

What does the budget include?

Exhibit hardware/graphics Carpet Freight
Installation/Dismantle Labor Show Site Labor Supervision

Show Site Services. Please list the show services to be included:

OTHER SUPPORT SERVICES REQUESTS

Video production	Interiors – design/fabrication	Fulfillment/Inventory management
Graphic design / exhibit graphic refresh		Site supervision
Conferences/events	Exhibit storage	Trade show management (online portal)

Please save this document, then forward it as an attachment to info@proexhibits.com or your personal ProExhibits consultant.

Since 1987, ProExhibits has provided one-stop, turnkey trade show exhibit design, production and management services, ranging from cost effective custom modular and portable trade show booths to show-stopping exhibits with square footage in the thousands. We facilitate all types of events.

ProExhibits specializes in exceeding client expectations, exemplified by winning over 80% of all qualified design proposals, coupled with a near perfect (99%) customer satisfaction rating. We welcome the opportunity to utilize our expertise to guarantee your success.