

# Objective-Driven Design Worksheet

Why are you exhibiting? (Selling and Communication objectives)

- Generating leads/sales
- Introducing new products/services
- Meeting with existing customers
- Learning/teaching
- Increasing awareness

What will attract an audience to your exhibit?

- Pre-show promotions
- An effective staff that engages and communicates
- At-show promotions – contests, giveaways, mimes, magicians, live presentation
- New product that will draw attention to the exhibit
- Brand recognition of your company or its products/services
- The exhibit design and graphics

What is your message?

What message do you want communicated in the first 3 seconds a visitor sees your exhibit?

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What are your competitive advantages? Benefits offered?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What will be your measures of success (accomplishments) from the show?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Functional Considerations:

1. Budget for design/construction? \$ \_\_\_\_\_
2. Schedule for design and construction Start \_\_\_\_\_ Ship \_\_\_\_\_
3. Show location \_\_\_\_\_
4. Show dates:  
Installation: \_\_\_\_\_  
Open: \_\_\_\_\_  
Close: \_\_\_\_\_  
Dismantle: \_\_\_\_\_
5. Space Configuration:  
Primary: \_\_\_\_\_ by \_\_\_\_\_ feet (or meters internationally)  
Alternate: \_\_\_\_\_ by \_\_\_\_\_ feet (or meters internationally)
6. Number of sales/ demonstration stations \_\_\_\_\_
7. How will the product be displayed \_\_\_\_\_  
\_\_\_\_\_
8. Size and weights of products \_\_\_\_\_
9. Do you need space for:  
\_\_\_\_ Literature \_\_\_\_ Supplies \_\_\_\_ Giveaways  
\_\_\_\_ Coats \_\_\_\_ Briefcases \_\_\_\_ Computers  
\_\_\_\_ Product \_\_\_\_ Lockable storage  
\_\_\_\_ Other: \_\_\_\_\_

10. Are there special electrical requirements? \_\_\_\_\_
11. How many staffers will be working the exhibit? \_\_\_\_\_
12. Will you use brochures/product bulletins/giveaways? \_\_\_ Yes \_\_\_ No
13. What are their space needs? \_\_\_\_\_  
\_\_\_\_\_
14. Are there special provisions for lead retrieving? Space requirements?
15. Will there be space required for visitor conversations? \_\_\_ Yes \_\_\_ No
16. If yes, what are they? \_\_\_\_\_
17. Image:  
\_\_\_ Conservative \_\_\_ Contemporary \_\_\_ Progressive  
\_\_\_ Leading Edge \_\_\_ High Tech
18. Environment: \_\_\_ Open and Inviting \_\_\_ Controlled
19. Form: \_\_\_ Simple \_\_\_ Angular \_\_\_ Circular  
\_\_\_ Other: \_\_\_\_\_
20. Are there any materials or finishes that are inappropriate?  
\_\_\_\_\_
21. Color: PMS for Corporate ID? \_\_\_\_\_
22. Color: Are any colors discouraged? \_\_\_\_\_
23. How many shows per year will the exhibit be used? \_\_\_\_\_