

# TRADE SHOW PROJECT BRIEF

<b>TRADE SHOW INFORMATION</b>		
Show name:	Show dates:	
Venue:	Hall/Hotel:	
Booth No:	Booth dimensions:	
Exhibit hours:	Set-up dates & times:	
<b>PRELIMINARY PLANNING</b>		
Sponsoring organization:		
Client contact:		
Overall exhibit theme:		
General product/service areas covered by exhibit:		
Attendance previous year:	Expected this year:	
No. of exhibitors previous year:	Expected this year:	
Audience composition:		
Comments on prior-year participation:		
Participation by competitors prior years:		
Anticipated this year:		
Reasons for participating this year:		
Specific exhibit objectives:		
<b>SHOW SERVICES</b>		
Exhibitor's manual received:	Booth contract submitted:	
Deposit of \$ _____ paid on _____	Balance of \$ _____ due _____ paid _____	
Exhibit area obstructions & limitations:		
Ceiling height or max. overhead clearance _____		Maximum floor loading _____
Freight elevator dimensions _____ capacity _____ lbs.		
Columns, ducts, other obstructions:		
Exhibit restrictions:		
Maximum height of backwall _____		Maximum height of equipment _____
Other applicable rules or restrictions:		
Booth equipment & services ordered		
<b>FACILITIES</b>	<b>FURNITURE</b>	<b>SERVICES</b>
Signs _____	Tables _____	Carpenters _____
Water _____	Chairs _____	Electricians _____
Carpeting/tile _____	Bar stool _____	Decorators _____
Air _____	Wastebaskets _____	Riggers _____
Flowers _____	Desk _____	Cleaning _____
Gas _____	Other _____	Photographer _____
Internet _____		
Steam _____		
Spotlights _____		
Drain _____		
Electrical _____		
Tie-in arrangements with other exhibitors (signs, equipment loans, etc.):		

<b>DISPLAY PLANNING &amp; PREPARATION</b>			
Existing exhibit booth:			
Stored at:			
Refurbishing necessary:			
Alterations, display copy changes, etc.:			
New exhibit booth to be constructed:			
Exhibit builder selected:			
Contract approved:			
Builder to provide:	Model	Drawing	Plans
Final design approved on:		by:	
Pre-show set-up inspection on		at:	
Display details:			
Products to be highlighted:			
Other products or equipment to be shown:			
Central booth theme:			
Principal focal point or attraction(s):			
Special effects to be used:			
Give-away items:			
<b>SHIPPING &amp; BOOTH SET-UP</b>			
Complete shipping address & markings for crates & exhibit materials:			
Shipping data:			
	Booth Properties	Products/literature/equipment	
Ship date:			
Ship from:			
Via:			
No. of pieces:			
Waybill/BOL:			
To arrive on or before:			
Carrier's office/contact at destination:			
Official show carrier/drayage company:			
Booth set-up & dismantling to be handled by:			
On site booth setup supervision by:			
<b>POST SHOW ARRANGEMENTS</b>			
On site booth dismantling supervision by:			
Disposition of display products/literature/equipment:			
Ship date:		Waybill/BOL No.	
Shipping address:		Carrier:	
Disposition of booth properties:			
Ship date:		Waybill/BOL No.	
Shipping address:		Carrier:	