



+ intelligent exhibit solutions

The m/plan Process allows us to shape solutions that join the functional requirements and corporate personality with strict adherence to our client’s budget constraints. The process embraces hybrid design solutions, provides a platform for open thinking on production techniques and helps everyone take the long view on even the smallest of projects. It saves time and money and it provides the framework of strong communication during all phases of the exhibiting experience.

Section 1, Client Specifics

Company Name _____

Client Name _____

Street Address _____ City _____ State ____ Zip _____

Phone _____ Fax _____

Company Website _____ Email _____

First-use Show Name, Date and Location _____

Exhibit space size and Floor space number _____

Height Allowance _____

Section 2, Marketing Strategy Intake

Why do you exhibit at trade shows? (sales, gain leads, new product intro, show presence, etc.)

Please describe your product or service in detail:

What are your specific target markets?

Please describe these buyers? (VP's, end-users, Dr's, engineers, etc.)

Who are your competitors, and what is your product's advantage over the competition?

List 4 adjectives that describe the image that your company wants to promote in the marketplace (For example, "progressive", "conservative", "seasoned", etc.)

1. _____
2. _____
3. _____
4. _____

Corporate personality: On a scale from one to ten (Ultra-conservative=1, Avant-garde=10), rate your company.

1 2 3 4 5 6 7 8 9 10

Is this the rating you want to project or would you like to reflect a change?

reflect rating reflect change

Section 3, Exhibit Function Intake

Are you wishing to:

purchase rent lease



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Please list the space sizes you'll need this exhibit to perform within.

- 10' x 10' 10' x 20' 20' x 20'
- 20' x 30' Larger OTHER _____

Will your markets, audiences and/or products change from show to show? If so, please elaborate.

- YES _____
- NO

What is your approved Exhibit Budget for this project?

In order to utilize resources as efficiently as possible, we require an established budget on every exhibit project.

Budget (excluding show services):

- 10K - 20K 20K - 40K 40K - 60K
- 60K - 80K 80K - 100K OTHER _____

What worked well in your previous exhibit?

What areas would you improve upon from previous exhibit?

Indicate the activities you'll conduct with visitors:

- 1-on-1 demos, qty _____ please describe _____
-

theater presentations, please describe _____

promotional games

reception counter

conferences (lounge, semi-private, or private), please describe _____

Storage (walk-in or counter space)

Literature

other _____

Describe your product's (if any) physical attributes? (size & weight)

Please indicate specific colors we should avoid (e.g. the competition's colors, woods, metallics, glosses):

Please indicate specific colors you definitely want to see in this exhibit:

Are there any taglines or themes to incorporate into the design?

Please list any additional information you think might be important for us to know:

Thank you!