

**1**  
**PRINT**

**2**  
**FILL IN**

**3**  
**FAX**  
TO  
**+61 (0)2 9972 1988**



**PERSONAL INFORMATION**

<b>Company</b>		<b>Date</b>	
<b>Name</b>		<b>Position</b>	
<b>Phone</b>		<b>Street</b>	
<b>Mobile</b>		<b>Suburb</b>	
<b>Fax</b>		<b>City</b>	
<b>E-Mail</b>		<b>State</b>	
<b>Web</b>		<b>Code</b>	

**HOW YOU FIRST HEARD ABOUT EXHIBITIONCO**

I was called     
  Website     
  Word of mouth     
  I'm an existing client

**EVENT & DISPLAY SPACE**

<b>Event</b>		<b>Start Date</b>	
<b>Location</b>		<b>End Date</b>	
<b>Stand #</b>		<b>Size</b>	
<b>Open Sides</b>			
<b>Stand Type</b>	<input type="checkbox"/> Space	<input type="checkbox"/> Shell	<input type="checkbox"/> Custom
<b>Stand Style</b>	<input type="checkbox"/> Inline	<input type="checkbox"/> Island	<input type="checkbox"/> Corner <input type="checkbox"/> Peninsula
<b>Budget</b>		<b>Account Manager</b>	Gavin de la Mare

**SKETCH OF PROPOSED LAYOUT**

## GOALS AND REQUIREMENTS

**1** Briefly describe your company - what do you do?

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**2** What are your goals for the show - why are you exhibiting?  
eg. Sell product, new product launch, networking, reinforce your brand, gather prospect details, other...

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**3** From your goals above, what is your number 1 Priority that you wish to achieve by participating in the show?

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**4** What are the key client demographics you wish to attract at this event?  
eg. Sex, race, age, income, other...

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**5** What kind of image is your company trying to impart upon your desired market?  
eg. Youthful, corporate, conservative, elegant, diverse, established, funky, other...

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**6** Can you suggest any elements we may draw upon as an aid to attract your target audience?  
eg. Colours, shapes, materials, graphics, other...

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## PRODUCTS TO BE DISPLAYED

**7** What products are you looking to display on the stand? Please provide a list with the following information:

- |                                   |   |   |
|-----------------------------------|---|---|
| <input type="checkbox"/> Type     | <input type="checkbox"/> Amount of units required | <input type="checkbox"/> Special display requirements |
| <input type="checkbox"/> Category | <input type="checkbox"/> How to display them      | <input type="checkbox"/> Products to be handled       |
| <input type="checkbox"/> Sizes    | <input type="checkbox"/> Pictures if possible     | <input type="checkbox"/> Security required            |

**General**

- |   |                                      |   |  |
|---|--------------------------------------|---|--|
| <input type="checkbox"/> Bar Area       | <input type="checkbox"/> Kitchenette | <input type="checkbox"/> Rigging          | <input type="checkbox"/> Showcases           |
| <input type="checkbox"/> Reception Desk | <input type="checkbox"/> Storage     | <input type="checkbox"/> Bulkheads        | <input type="checkbox"/> Brochure Holders    |
| <input type="checkbox"/> Meeting Area   | <input type="checkbox"/> Staff Room  | <input type="checkbox"/> Product Displays | <input type="checkbox"/> Demo or stage areas |

Notes:

**Flooring**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Carpet Tiles       | <input type="checkbox"/> Raised         | <input type="checkbox"/> Floor Graphics |
| <input type="checkbox"/> Custom Print Tiles | <input type="checkbox"/> Timber         | <input type="checkbox"/> Vinyl          |
| <input type="checkbox"/> Broadloom          | <input type="checkbox"/> White Melamine | <input type="checkbox"/> Other          |

Notes:

**Audio / Visual**

- |   |                                     |   |  |
|---|-------------------------------------|---|--|
| <input type="checkbox"/> Sound System     | <input type="checkbox"/> TV / Video | <input type="checkbox"/> Lighting       | <input type="checkbox"/> Smoke Machines  |
| <input type="checkbox"/> Image Projectors | <input type="checkbox"/> Pc's       | <input type="checkbox"/> Smart Lighting | <input type="checkbox"/> Special Effects |
| <input type="checkbox"/> Videowall        | <input type="checkbox"/> Laptops    | <input type="checkbox"/> Gobos          | <input type="checkbox"/> Props           |

Notes:

**Plumbing & Hardware**

- |                                |   |                                      |
|--------------------------------|---|--------------------------------------|
| <input type="checkbox"/> Air   | <input type="checkbox"/> Coffee Machine | <input type="checkbox"/> Beer Taps   |
| <input type="checkbox"/> Water | <input type="checkbox"/> Fridges        | <input type="checkbox"/> Ice Buckets |
| <input type="checkbox"/> Waste | <input type="checkbox"/> Microwave      | <input type="checkbox"/> Garbage     |

Notes:

**Signage**

- |                                      |   |  |
|--------------------------------------|---|--|
| <input type="checkbox"/> Artwork     | <input type="checkbox"/> Floor Graphics | <input type="checkbox"/> Gobo Lighting |
| <input type="checkbox"/> Banners     | <input type="checkbox"/> Posters        | <input type="checkbox"/> Feature signs |
| <input type="checkbox"/> Vinyl Logos | <input type="checkbox"/> Digital Prints | <input type="checkbox"/> 3D Letters    |

Notes: