

# CREATIVE BRIEF

ALL FIELDS MARKED \* & TICK BOXES MUST BE COMPLETED BEFORE DESIGN CAN PROCEED BRIEFS WITH INCOMPLETE INFORMATION WILL BE REJECTED.



* Client Name:		* Job Description:
* Contact Name:		* Website:
* AM:	* FC:	* Date:

## Project Information:

## Show Information:

* Stand Size:	* Open Sides:	* Show:
<input type="checkbox"/> Custom *	<input type="checkbox"/> Modular *	
<input type="checkbox"/> Single Story *	<input type="checkbox"/> Double Story *	
<input type="checkbox"/> For Hire *	<input type="checkbox"/> For Sale *	
<input type="checkbox"/> Multi-use / Traveling (Specify Location)		

\* Venue:  
 \* Show Date:  
 \* Height Restriction:  
 \* Buildup:

## \* TURNKEY BUDGET:

## \* Presentation Requirements:

<input type="checkbox"/> Line Drawings	<input type="checkbox"/> By Email Presentation
<input type="checkbox"/> Full Render	<input type="checkbox"/> Printed Presentation (Specify Details)
<input type="checkbox"/> Walkthrough (Please refer to walkthrough guidelines)	<input type="checkbox"/> Others (Specify Details)
<input type="checkbox"/> Design Options (Specify Details)	<input type="checkbox"/> Costing

## \* Stand Requirements:

Reception:	(Describe as necessary)		
Meeting Area/s:	(Describe as necessary)		
Workstation/s:	(Describe as necessary)		
Audio-Visual/s:	LCD/s	How Many:	Size/s:
	Others:		
Storage:	(Describe as necessary)		
Hospitality or Refreshment:	(Describe as necessary)		
Kitchen:	(Describe as necessary)		
Product Displays:	(Describe as necessary)		
Furniture:	Furniture/Styles:	<input type="checkbox"/> For Sale	<input type="checkbox"/> For Hire
Others:	(Describe as necessary)		

## \* Design Guide:

Considerations:	(Corporate Image/Colors/Open Feel/Clean & Crisp/Simple, etc. Describe as necessary)
Style:	(Modern, futuristic, Arabic, contemporary, classic, traditional, etc. Describe as necessary)
Like & Dislikes:	(Provide image attachments as reference)
Special Features / Requirements:	(Specify)
Supporting Materials:	(Brochures, Graphics, Exhibition floor plan, Pantone references, logos etc. should be attached to this form. <b>Before design can proceed, AM must have at least exhibition floor plan and corporate logo in either of the formats: Ai, PDF or EPS</b> )
Final Design Notes:	(Specify)