

The **c/Q** (creative Questionnaire) allows us to offer you trade show marketing solutions that are based on your actual requirements. It will enable us to present you with the best design, match your desired budget, and introduce you to alternate scenarios to meet your marketing and trade show objectives. A comprehensive **c/Q** is the best tool for us to determine the most prudent approach in achieving your marketing objectives during a trade show.

Please fill in all required fields (*).

Part 1 | Company & Show Information

- * Company Name _____
- * Contact Name _____ Title _____
- * How would you like us to contact you? Telephone [] Email []
- Street Address _____
- City _____ State _____ Zip _____ - _____ Country _____
- Phone _____ Fax _____
- * Email _____ Company Website _____
- * Show Name _____ Date & Location _____
- * Show Weblink _____ Space Number _____
- * Booth Space Size _____ x _____ Booth Configuration: Linear [] Peninsula [] Island []
- Height Allowance _____

Part 2 | Company & Show Presence Identity

What is your main exhibiting objective?
(New product launch, acquire new leads, fill orders, or simply meet established clients and vendors.)

Who is your target attendee at the show?
(End-users, vendors, VP's, Dr's, engineers, etc.)

Describe your product or service in detail.
(Please detail all advantages of your product or service in your market.)

How would you like to be perceived on the show floor?
(Bold, modern, conservative, seasoned, etc.)

Part 3 | Exhibit Identity

* Are your upcoming show needs to:

Purchase Rent

* If purchase, specify all desired reconfiguration sizes you'll need this exhibit to perform within including future show needs.

10' x 10' 10' x 20' 20' x 20' 20' x 30' Larger _____

* Indicate your exhibit budget for this show, excluding show services (summarized on their own Cost Analysis).
(A budget allows us to satisfy all your needs and prerequisites within the first design draft.)

\$ _____

If you have exhibited in the past, what worked well or what would you improve upon in your previous exhibit?
(Do you have any available images of your existing stand you would like to share with us?)

* Indicate all applicable exhibit function needs.
(Please describe specific details in provided area.)

1-on-1 Demos Qty _____ Describe _____

Theater/Live Presentations Describe _____

Reception Counter Qty _____

Conference Room Private Semi-Private

Storage Walk-In Under-Counter Space

Literature Self-Serve Distributed by Staff

Product Display Qty _____ Static Hands-On/Accessible Locked

Monitor Display Qty _____ Monitor Controlled by: Laptop with Live Presenter

Qty _____ DVD/Laptop (running independent presentation)

Other _____

Please list any colours, textures or finishes we should incorporate in your exhibit design:
(i.e. corporate identity colours, accent colours, product colours, matte finishes, etc.)

Please list any colours, textures or finishes we should abstain from using in your exhibit design:
(i.e. competitors' colours, accent colours, product colours, gloss finishes, etc.)

Are there any specific taglines we should consider in your design? Any new graphics or corporate identity changes that will be revealed at the upcoming show?

Are there any additional or keen information you feel we should be aware of? Anything the **c/Q** omitted? Please let us know!

Thank You. We shall contact you within 48 hours.