15 ESSENTIAL *Exhibit Design Questions*

The best exhibit designs make an emotional connection with attendees. Creating that ideal design takes time and effort, but it should be fun as well. Let's start by answering these 15 Essential Exhibit Design Questions.

1. Does your company have **branding guidelines/logo or graphic files/website address?** Can you share these files?

2. **What size is the exhibit?** Do you plan to reconfigure the exhibit for other shows? If so what sizes? Knowing this will guide both the design and the choice of materials.

3. **What is the budget?** This is essential. Still undecided about an exact budget? The next best option is a workable budget range. No exhibitor wants to be surprised by a beautiful booth outside their budget or underwhelmed by a booth designed for a lower budget.

4. Do you want to **purchase or rent?** Or a combination of both? This assists the designer in choosing materials and designing to a specific budget.

5. What **physical properties** does the exhibit need to have? For example, workstations, counters, slatwall, semi-private or private conference areas, monitors, storage, etc.? This information allows the designer to create a functional trade show design.

6. What **type of display have you used in the past?** Are you looking for something similar or different? What did you like or not like about the previous booth?

7. Are there any **materials or construction methods you prefer?** Or dislike? Many experienced exhibitors have a strong attraction or aversion to specific materials.

8. Are there any **unusual dimensional restrictions?** Can you provide show regulations? Some shows have unusual restrictions for the height of the booth or setbacks from the aisle.

9. **Do you show product(s)?** What are the dimensions and specifications? How do you prefer to show the products? Display cases, countertop, shelves, hooks, etc.?

10. Does the display **need to be portable or modular?** Does it need to ship via FedEx or UPS or are you OK with packing in custom crates? This will guide our use of materials.

11. **Who will assemble the display:** show labor or your own team? We have great solutions for both scenarios.

12. Do you have any **images of design elements you like?** Even if these "inspiration images" are not trade show related, they are very helpful. For example, architectural elements, finishes, colors, natural elements, retail environments, etc.

13. Are there any **descriptive words you use to describe your company?** What do you want visitors to your booth to "feel" about your company? From "opulent" to "bad-ass," we have heard some interesting descriptors, and this gives the designer the insight to craft a personalized, experiential space.

14. **Design Due Date?** Typically, designs are completed within a few business days. However, every project and every client has their own timeline. We do our best to accommodate requested timelines.

15. **Show Opening Date?** So very important! Creating the design and then building it depends on the timeframe. Designers can make material selections which will go a long way toward meeting a three-week vs. a three-month window.

Let's Get Started!