



RENZE DISPLAY

**exhibit marketing & design worksheet**  
updated 1/24/03

Company Name: \_\_\_\_\_

Contact/Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail address: \_\_\_\_\_

First use: show \_\_\_\_\_ date: \_\_\_\_\_

show location: \_\_\_\_\_

booth size \_\_\_\_\_  linear  island  peninsula

marketing

Describe your company

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is the marketing challenge for your company as a whole, not just for this exhibit? What role does this exhibit play in that strategy?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is your position in the marketplace? (Top quality? Strong service? Low cost?) How are you seen now?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What do you want to achieve at this trade show? (Sales? Leads? New reps? Increased visibility? Introduction of products?)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will you measure the success of your trade show performance?

---

---

---

What is your toughest challenge regarding exhibiting at trade shows?  
What do you find most frustrating about your trade show program?

---

---

---

Who are your clients? Does your target audience change from show to show?  
Who do you try to reach? (Technical? Creative? Management?)

---

---

---

Who are your competitors? What distinguishes you from the competition?  
How should your exhibit and message differ from theirs? Is it a crowded market niche?

---

---

---

program objectives

Please rank in order of importance to you.  
Exhibit effectiveness\_\_ Modularity\_\_ Cost of Ownership\_\_ Initial Budget\_\_ Image\_\_

What do you want from your exhibit house?  
Account Mgmt  Marketing Ideas  Design  Quality Construction  Full Service

How long do visitors stay in your exhibit? In what activities will you involve them?  
(one-on-one demos, portfolio presentations, videos, conferences, live presentations, etc.)

---

---

---

Do you require a progression of activities in your booth to tell your story best?  
(Reception, qualification, overview, product demo, then disengage?)

---

---

---

What tools do you use to accomplish your goals at shows? (Brochures, portfolios, etc.)

---

---

---

What structural elements do you need? (Conference rooms, reception desks, locked storage.)

---

---

---

What existing images, messages, exhibit properties will need to be considered?

---

---

---

Discuss your last exhibit. (What worked? What didn't?) What do you want to accomplish with this exhibit to improve it over the last? (Improve your image? Cut shipping costs?, etc.)

---

---

---

---

---

---

---

---

---

---

Exhibit Marketing & Design Worksheet • Renze Display

Do you participate in hotel shows?\_\_\_\_ Or shows at convention centers?\_\_\_\_ Or both?\_\_\_\_

What are the most common height limits for your exhibit?

8'  12'  14'  16'  other  \_\_\_\_\_

What other exhibitry do you use? Custom  Modular  Portable

How many salespeople generally staff your exhibit?\_\_\_\_\_

How many years do you expect to use this exhibit?\_\_\_\_ Will the exhibit be reconfigured?\_\_\_\_

What sizes?\_\_\_\_\_

What size do you use most?\_\_\_\_\_

Do your shows overlap?\_\_\_\_\_ How often?\_\_\_\_\_

If going into a smaller booth, what functional areas can be eliminated?

---

---

---

Do you have preferences regarding the size and "manageability" of shipping cases?

---

---

---

products

What products or services do you show? How many? Please describe in detail, including physical specifications, sizes, colors, electrical requirements, etc.

---

---

---

Do you have inter-related products? Multiple lines?

---

---

Exhibit Marketing & Design Worksheet • Renze Display

How do you display products? (Hands-on, fully operational, live demos, locked showcases.)  
Do you require behind-the-scenes support equipment?

---

---

---

graphics and  
message

What is the most important piece of information you want visitors to learn?  
Do you have a headline or theme you want to incorporate?

---

---

---

Summarize your primary benefit statement (Why visitors should stop).

---

---

---

Will your message change from show to show for different target audiences?  
How rapidly will your exhibit's messages and products change?

---

---

---

How do you best tell your story? (Photos, transparencies, videos, actors?)

---

---

---

Does each product or line require graphic support?

---

---

---

corporate identity

What are your corporate colors/standards? Is your image conservative, traditional, or cutting edge?

---

---

What overall look do you prefer? Soft, sculptural & inviting? Hard edge, high tech?  
What color scheme? Subdued, corporate? Bright, attracting?

---

---

---

mandatories & notes

Do you need security, electrical, phone, plumbing, cooking, etc.?  
Other subjective needs? (The boss wants a chair, mktg. mgr. loves purple, etc.)

---

---

---

budget

exhibit fabrication: \$ \_\_\_\_\_ k      graphics: \$ \_\_\_\_\_ k

Are you most interested in:    Purchase       Rental       Lease

schedule

show opens	_____	start production	_____
set-up begins	_____	design approval	_____
ship to show	_____	design presentation	_____
preview	_____	concepts due	_____

Competitors on this project

---

Please furnish any applicable company literature/brochures and any sketches which may be useful.