



BRIEFING

Company Details

Company name

Contactperson

Registration number (CoC)

Exhibition & Stand information

Exhibition Name

Start & end date

Venue

Hall

Type stand

Stand dimensions

Building height (max)

Obstacles on floor

If possible indicate on floor plan

Budget in euros

Deadline proposal

until

Location

Standnumber

Corner

End-of-block

Island

Row

x

=

m²

Specific company information

Industry

Products & Services

Exhibition theme

Planned activities

Stand crew (number)

Practical requirements

Raised floor

no

yes (for electrical connections or desired appearance)

Heavy-duty floor

no

yes (for machinery or otherwise)

First floor

no

yes

Floor covering

Below you can indicate specific wishes. We give suggestions per subject.



Kitchen, size compared to stand	No	Yes
Bar, important function yes or no	No	Yes
Storage, specific items in storage	No	Yes
Meeting room, (semi)closed	No	Yes
Machines in stand	No	Yes, how many
(Please forward the weights and dimensions of the machines)		

Necessary for machines

Electricity	No	Yes
Power current	No	Yes
Water	No	Yes
Compressed air	No	Yes
Displays	Own system	Electricity connection needed
Display cases		
Products to be presented		
Seatings	No	Yes
	High	Low
	How many	Benches
		Chairs
Plants	Important	Unimportant
	Real	Fake
Existing Parts	Use of own parts to incorporate into design? Please include photos if possible.	

Exhibition goals

What are the main reasons for you to participate in this exhibition?

- | | | |
|---|-------------------------------------|---------------------------------|
| Welcome existing clients | Meet new clients | Launch of new product / service |
| Presentation new brand identity | Provide information to (new) client | Direct selling |
| Let visitors try out the product themselves | | |
| Other; | | |



Appearance and atmosphere

Please indicate the desired atmosphere in a few key words:

Minimalist Colorful Luxury Industrial Scandinavian Bohemian Country Vintage
Domestic Other;

We would like to hear the desired design in a few key words:

Clean Basic High-rise Ceiling Massive Open / Serene Light
Other;

Audio Visual

	use for	number	Product of client	
LED screen			No	Yes
Laptop			No	Yes
PC cabinet			No	Yes
Touch screen			No	Yes
Sound System			No	Yes
Ledwall			No	Yes

Signing & Decoration

We would like to receive files for the desired signing concerning the design of your stand. A final signing design will be sent to you for approval.

- Logo's (from which companies, with or without pay off)
- Slogans
- Important images of companies brand identity

In order to ensure that your brand communications are made as good as possible to your wishes, we ask your attention for our delivery specifications. We can email you this on request.

If you have any questions, you can always contact our DTP department.

Eyecatcher above the stand?

No Yes, for example

Desired colours

Logo's, payoffs and slogans:

Images for printwork:

Colours:

Fonts:

in EPS or PDF with outlines, if possible with PMS colours

resolution at least 150 dpi desired size

PMS (pantone Matching System)

if you want a certain font in your lettering that ELDEE does not have,

we ask you to send us this font or to supply the relevant text as EPS or PDF with letter contours.



Other important information

A large white rectangular area with horizontal dotted lines, intended for writing additional information.