

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:

Custom * Open Sides:

Single Story * Modular *

For Hire * Double Story *

Multi-use / Traveling (Specify Location) For Sale *

* Show:

* Venue:

* Show Date:

* Height Restriction:

* Buildup:

* TURNKEY BUDGET:

* Presentation Requirements:

Line Drawings By Email Presentation

Full Render Printed Presentation (Specify Details)

Walkthrough (Please refer to walkthrough guidelines) Others (Specify Details)

Design Options (Specify Details) 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. Before design can proceed, AM must have at least exhibition floor plan and corporate logo in either of the formats: Ai, PDF or EPS)
Final Design Notes:	(Specify)