Thank you for your interest in our services.

Please take the time to complete our creative brief form. It may seem long but most of it is checkboxes, so you will only need 10 - 15 minutes. This form will be used as a guideline for your design, so the more specific you are, the closer we will be your vision. If the spaces provided are not enough, please use the overflow area at the end of the form.

**Kindly return the completed form to: tamer.zaky@big.ae**

Thank you for your time!

****

|  |  |
| --- | --- |
| Company Name:       | Reference No.:      *for official use only* |
| Point of Contact:       | Date: day       month       year       |

**Required Services**

|  |  |
| --- | --- |
| [ ]  Stand Design[ ]  Please include the cost of detail drawings | [ ]  Stand Design and Construction |
| We would like the stand structure as:[ ]  Rental [ ]  Sale |

**General**

|  |  |  |
| --- | --- | --- |
| Dimensions:       m x       m | Sides open:  | Levels:  |
| Budget (mandatory) : Dhs.       | Deadline: day       month       year       |
| Event:       | Venue:       |
| Date – From: d       m       y       To: d       m       y       | Hall:      Height Restriction       meters |

**Stand Requirements**

|  |
| --- |
| **Reception** |
| Quantity:       | Preferred Location:        |
| Special requests:       |

|  |
| --- |
| **Meeting Areas** |
| Type | Quantity | No. of people per area | Specification |
| [ ]  Casual (sofa)  |       |       |  |
| [ ]  Formal (meeting)  |       |       |  |
| [ ]  Bar tables/stools  |       |       |  |
| [ ]  VIP |       |       |  |
| [ ]  Standing |       |       |  |
| Notes:       |

|  |
| --- |
| **Catering**[ ]  Closed Area allocated (sqm):      [ ]  Open [ ]  Bar counter required [ ]  Please provide bar stools in front of the bar counter Quantity:       |
| Number of hosts:       | Preferred Location:        |
| Notes/special requests:       |

**Graphic Requirements**

|  |
| --- |
| [ ]  We will be providing ready-to-print artwork to be placed on the standSpecial requests:       |

**Design Requirements**

|  |
| --- |
| Mandatory design considerationsLogo/corporate colours: [ ]  Mandatory [ ]  OptionalOther colours to be used:      Stand layout: [ ]  Open Plan [ ]  Closed PlanTheme: [ ]  Formal [ ]  Casual [ ]  Exclusive [ ]  Inviting [ ]  Conservative [ ]  FlashyPlease avoid:      Notes:        |

**Display Requirements**

|  |
| --- |
| The following items will be displayed on the stand |
| 1.        | Dimensions       |
| 2.        | Dimensions       |
| 3.        | Dimensions       |
| 4.        | Dimensions       |
| 5.        | Dimensions       |
| Special requests       |

**AV Requirements**

|  |
| --- |
| [ ]  Plasma Screen [ ]  42” [ ]  48” [ ]  60” |
| Quantity        | Preferred locations       |
| Connected to:[ ]  DVD [ ]  Laptop [ ]  Machinery [ ]  Will be used for presentationsOther AV requirements:       |

**IT Requirements**

|  |
| --- |
| The following IT equipments will be on the stand: |
| [ ]  Laptop  | Quantity        | Specifications       |
| [ ]  Desktop PC  | Quantity        | Specifications       |
| [ ]  Printer  | Quantity        | Specifications       |
| [ ]  Fax  | Quantity        | Specifications       |
| [ ]  Please provide us with workstations for the above equipmentThe workstations will be used to: [ ]  Fill in forms [ ]  Surf our company website [ ] Other       |

**Presentation Requirements**

|  |
| --- |
| [ ]  We will have live presentations on the standPlease accommodate       presenters and       audienceThe audience will be[ ]  Seated [ ]  Standing [ ]  Leaning |
| [ ]  Please make suggestions for special features on the stand, e.g., interactive touch screens, gobos, water features.*Note: This will be subject to the project’s budget*. |

**About us**

|  |
| --- |
| Our core business is       |
| [ ]  Please display the company slogan on the standCompany slogan       |
| Our target audience are [ ]  Public [ ]  Investors [ ]  Other       |

**My ideas**

|  |
| --- |
| I have attached the following to help you envision our expectations:[ ]  Brochure[ ]  Branding Guideline[ ]  Company logo (outlined, in .eps format)[ ]  Pictures of previous stands[ ]  Client ideas / drawings |
| I have seen the following stands in past exhibitions and find them inspirational: |
| Company        | Event       |
| Company        | Event       |
| Company        | Event       |

**Overflow area**

|  |
| --- |
|       |