



Needs Assessment Form

Company:	E-mail:
Contact:	Website:
Title:	Phone:
Address:	Meeting Date:

1. What are your primary tradeshow marketing objectives?

2. Describe your company's products and services and how you're perceived in your industry.

3. What does your current exhibit look like? What do you like and what do you dislike?

4. What have you seen in other exhibits that you like? What do you dislike?

5. What is the **LOOK** you desire? (Check all that apply)

- | | | |
|---------------------------------------|---|--|
| <input type="checkbox"/> Conservative | <input type="checkbox"/> High-Tech/Innovative | <input type="checkbox"/> Architectural |
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Industrial/Metallic | <input type="checkbox"/> Minimalist |
| <input type="checkbox"/> Understated | | |

Comments: _____

6. What is the **FEEL** you desire? (Check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Open & Airy | <input type="checkbox"/> Closed |
| <input type="checkbox"/> Symmetrical | <input type="checkbox"/> Non-symmetrical |
| <input type="checkbox"/> Curved Elements | <input type="checkbox"/> Straight Lines |
| <input type="checkbox"/> Freeform | <input type="checkbox"/> Conservative |

Comments: _____

7. Are there any materials or colors to avoid or include?

8. Corporate ID Requirements

- Tower Hanging Sign Fabric Structure Other

If other, explain: _____

9. Conference Room Requirements

- Private Semi-private Other

Number of People: _____

If other, explain: _____

10. Product Display Requirements: In the open or enclosed? Locked or unlocked? Size & weight of product? Near aisle or inside space? Any safety concerns?

11. Changing Requirements: Do you need the ability to change your graphics per show? Per audience?

12. Demonstration Requirements: #of workstations? Type of monitors: standard/flat LCD, plasma? Size? Computer equipment (what drives monitors)? Orientation to the aisle? etc.

13. Theater / Presentation Requirements: Type of monitor? What drives monitor? Front or rear projection? Is a stage or podium required? Seating, number of people, etc.?

14. Registration / Reception Requirements: Number of staff? Seated or standing? Drop slot for leads? Any electrical needs? Any shelving needs? Etc.

15. Literature Requirements: Centralized / available to all? Matched with product display? Controlled handout at registration counter? Mail after show to qualified leads?

16. Storage Requirements for: Literature? Product samples? Give-aways? Briefcases? Coats?

--

17. Traffic Flow Requirements: How important is flow to you? Are there any exhibit elements that are instrumental in determining the flow?

--

18. Graphic Requirements: Quantity & type of graphics? Back lit? Front lit? Hanging fabric?

--

Show Summary

First Show Name	First Show Date
Drop-Dead Ship Date	Final Presentation Date

Exhibit Configuration:

Type	Max Height
Size	Design can be rental?

Target Design Budget: _____ (NET) What's included in this Budget?

Hardware	Y/N _____	Lighting	Y/N _____
Cases/crates	Y/N _____	Graphics	Y/N _____
Design/graphic design	Y/N _____	Initial freight	Y/N _____

Please include any relevant photos, sketches or drawings and a copy of all show floor plans and show rules. Without this show information we can NOT take responsibility for design elements that may be prohibited at certain venues.

18. How will the final proposal be presented? _____

Presentation Needs:

- Line Drawing
 Plan View
 Color Rendering
 E-mailable Images
 Fly-Through
 Graphic Designer