

JM Associates

T860-389-2963 F 860.886.5100

Design Survey

Company Name:

Address:

Telephone #:

Fax #:

Your name and title:

Provide the names of those involved in the decision making process.

INFORMATION FOR THE FIRST SHOW:

Due date for final design:

Show name:

Show date:

Set-up dates:

Location (city):

Exhibit Size:

Exhibit #:

If available, please provide show regulations and floor plan.

What is the budget for design and construction of exhibit?

Which of the following items are included in initial budget?

Graphics:

Shipping crates:

Furniture:

Sales Tax:

To help us plan for your complete exhibit program, please send a copy of your annual show schedule including the following Information: Show Names, Locations (cities), Show Dates, Exhibit space sizes, and any height restrictions your aware of.

SALES AND MARKETING OVERVIEW:

What is your company's marketing mission statement?

Please profile your target audience by show.

Please provide samples of your company's printed materials.
Please describe which of these depict your desired image?

Brochures:	_____	Advertising tear sheets:	_____
Data sheets:	_____	Press releases:	_____
Annual reports :	_____	Videotapes:	_____

Prioritize your exhibit objectives by category (#1 most important)

SALES:

- _____ Generate qualified sales leads
- _____ Generate immediate sales
- _____ Market research

COMMUNICATION:

- _____ Provide information about your company, products, services
- _____ Maintain a presence in the market place.
- _____ Develop product and or services interest.
- _____ Establish a presence with customers.
- _____ Change customer perceptions.
- _____ Supply technical education.

DISTRIBUTION:

- _____ Recruit distributors / retailers
- _____ Provide dealer support
- _____ Stimulate secondary markets

PRODUCTS:

- _____ Introduce a new product
- _____ Present new applications for existing products
- _____ Support existing products

Do you need to change your customers' perception of your
Companies' products or services?

Who are your major competitors?

What distinguishes your company from your competitors?

What product demonstration methods have worked in the past?

What product demonstration methods have not worked in the past?

What have you done in the past to attract customers to your exhibit?

Pre show promotions:

Giveaways:

Themes:

How many contracts, leads, are you projecting per show?

DESIGN STYLE:

OVERALL CORPORATE IMAGE:

(Please provide samples of corporate logo art and graphic standards)

Please describe your current corporate image.

Are you in the process of changing this image, and if so, what is the direction for new image of your company?

How many years must this design represent your company?

Place your exhibiting image within the provided spectrum:

Conservative _____ Progressive

DESIGN ELEMENTS:

Some companies have very strong feelings about certain design elements in their exhibits. If there are finishes, shapes or colors

we should include or avoid, please indicate below.

FINISHES:

YES NO

___ ___ Smooth
___ ___ Textural
___ ___ Matte
___ ___ Gloss

YES NO

___ ___ Fabric
___ ___ Metal Maybe
___ ___ Organic mat'ls(wood)
___ ___ Open to suggestion

SHAPES:

___ ___ Simple lines (right angles)
___ ___ Angular (not right angles)
___ ___ Circular (rounded, soft)
___ ___ Open to suggestion

COLORS:

___ ___ Corporate
___ ___ Subdued
___ ___ Earth tones
___ ___ Open to suggestion

___ ___ Bright colors
___ ___ Pastels
___ ___ Any colors to avoid?

EXHIBIT FEATURES:

Please rank in order of importance (1 most important, 4 least important):

___ Modularity
___ Image

___ Cost of ownership
___ Initial budget

Which orientations do you prefer for your demonstrations/displays?

Facing into the center of the exhibit? Facing out to the aisle?
Close to the aisle? Close to the interior?

Which overall environment works best? Open or controlled access.

DEMONSTRATIONS:

What types of demonstrations and displays will you require?

- How many product demo areas will be required?
 To accommodate how many reps. or attendees?

Client "hands on" demonstrations?

- How many product demo areas will be required?
 To accommodate how many reps. or attendees?
 How many other product areas will be needed? (Details)

Which merchandising hardware has worked in the past?

- Peg board Slat wall Metal wall Shelving
 Display cases Hangers Window boxes
 Other methods not described above. (Open to suggestion)
 Electrical / wire management Product security
 Control of ambient light Ventilation
 Interface of products Access to equipment

Do you require conference room space?

- How many rooms? How many tables? How many chairs?
 To accommodate how many people? Private - Possible
 Private, completely enclosed conference room with door?
 Do you require limited visual access into conference room?
 Semi-private, with low rails and or partitions?
 Graphics and sample products / demonstrations in conf. room?
 Couches and coffee table? Food and beverage service?

Will you require registration / information counters?

- How many counters? Number of staff per counter?
 Seated? Fax Phone at registration counter.
 Computer area? Electrical requirements for equipment?
 Slots for literature and or brochures? Size of your literature?

How will you distribute your brochures and or literature?

- Central dispenser that is accessible to anyone?
- Controlled handout of literature at registration area?
- Post-show pre qualified mailings to qualified leads?
- Available at demonstration / product area controlled handout?

Will you require, or have interest, in a two-story exhibit?

- ___ If so how large a space would you like the deck to cover?
- ___ How many people would you like to accommodate on the deck?
- ___ Would the deck require modularity for use in smaller shows?
- ___ How many seating areas would be required on upper deck?
- ___ Would the upper deck be used as a private conference room?
- ___ Would the upper deck be used as a selling area?
- ___ If so how many selling areas would you like on the upper deck?

Will you require a theater or large presentation area?

- ___ How many people will this to accommodate? ___ Audio Visual?
- Seating provided for ___ people? Standing room for ___ people?
- ___ Live presentations? ___ Stage for equipment demonstration?
- ___ Do you own or rent audiovisual or computer equipment?
- How much storage do you need? (Please estimate cubic feet)

Will you require the following requirements in the storage area?

- ___ Back up product: ___ Security after hours:
- ___ Product samples: ___ Literature, briefcases, and coats ___:
- ___ Hidden product operations:

Other items: _____

GRAPHICS: _____

How important are graphic applications to your marketing message?

If you have strong feelings about the application of graphic features, which will enhance your message, please select those features from the following check list.

____ Photo prints / murals: ____ light boxes: ____ Ceiling banners:
____ Product information panels ____ Product or area ID signage:

Do you need graphic design and or graphic production?

IN CONCLUSION:

What negative experiences, if any, have you had in the exhibit industry?

Please indicate the support services you may require: Complete services
____ Graphic design: ____ Traffic management: ____ Show services
____ Full service account management includes services coordination:

Do you have any additional questions about JM Associates?

Thank you for your time and effort. We hope this document proved helpful in reviewing your exhibiting goals. Please remember this is a preliminary guideline for further discussion. We look forward to meeting with you on a more in-depth level to achieve a complete understanding of your exhibit.

When finished please send to jimmoran@snet.net