

CREATIVE BRIEF TEMPLATE

Fill out what you know with confidence. Flag anything you're unsure of rather than guessing.

1. PROJECT & COMPANY SNAPSHOT		
COMPANY / BRAND NAME		
SHOW NAME		
SHOW LOCATION & DATES		
BOOTH FOOTPRINT & CONFIGURATION		
PRIMARY CONTACT	NAME & TITLE	
	PHONE	
	EMAIL	
	DECISION-MAKER (IF DIFFERENT)	
DATE PREPARED:		PREPARED BY:
TYPE OF BUILD Check what applies		
NEW CUSTOM EXHIBIT	RENTAL EXHIBIT	HYBRID
UPDATE TO EXISTING EXHIBIT	NOT SURE YET	

2. BUDGET	
Target budget range for this exhibit	This budget needs to cover:
	THIS SHOW ONLY MULTIPLE SHOWS

If you genuinely don't have a number yet, say that explicitly, and say what would help you get one (a rough concept and price range from your partner, for example). Don't leave it blank without context.

3. SHOW RULES & BOOTH RESTRICTIONS			
HEIGHT ALLOWANCE		HANGING SIGN PERMITTED?	
Any other show-specific restrictions you're aware of			

Pull this from the show's exhibitor services manual (the GC kit). If you haven't received it yet, note that and flag it as a follow-up item.

4. GOALS AND AUDIENCE

PRIMARY GOAL | *Primary goal for this show (lead gen, brand awareness, client meetings, product launch, etc.)*

TARGET AUDIENCE | *Who do you most need to reach here?*

FIRST 10 SECONDS | *What should a visitor understand about your company in the first 10 seconds?*

THE ONE THING | *What's the one thing you want every visitor to remember?*

MEASURING SUCCESS | *How will you know this show worked? (leads, meetings booked, demos given, etc.)*

5. FUNCTIONAL REQUIREMENTS

MEETING / DEMO SPACE | *Needed? Dimensions and privacy requirements*

PRODUCT DISPLAY | *What's being shown, and its actual measured footprint*

AV / INTERACTIVE ELEMENTS

STORAGE | *Needs for literature, giveaways, and equipment*

ANYTHING ELSE | *Anything else the booth needs to physically do*

6. WHAT DIDN'T WORK BEFORE

Why are you going out to RFP, or revisiting your current partner?

What did you like or dislike about your last booth or last exhibit house?

7. BRAND & DESIGN REFERENCES

BRAND FILES | Check what you can provide with this brief

LOGO (VECTOR FORMAT)

COLOR CODES

PHOTOGRAPHY

BRAND GUIDELINES

NONE YET — WILL FOLLOW

Design references you admire (your own past work, competitors, or other industries)

8. FOOTPRINT RANGE (IF PROGRAM SPANS MULTIPLE SHOWS)

List all footprints this design needs to scale across

9. KEY DATES

WHEN DO YOU NEED CONCEPTS BACK?

HARD DEADLINES

NOTES & SIGN-OFF

Anything else your exhibit partner should know before designing

DATE

APPROVED BY