

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
THIS BUDGET IS FOR: EXHIBIT ONLY ALL-IN — EXHIBIT & SHOW SERVICES	

If you genuinely don't have a number yet, say that explicitly, and give some additional context around what would help you get to a budget range. For reference, show services costs associated with exhibiting can often run 30% – 50% of your total budget.

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. SHOWCASING WHAT YOU OFFER

How do you envision showcasing your products and/or services? How do you envision telling the story? Demo stations, graphics, other?

6. FUNCTIONAL REQUIREMENTS		
MEETING / DEMO SPACE Needed? Dimensions and privacy requirements		
PRODUCT DISPLAY What's being shown, true measurements, and anything else we need to know		
Can you supply CAD models of your product if we move forward?	YES	NO
AV / INTERACTIVE ELEMENTS		
STORAGE Needs for literature, giveaways, and equipment		
RECEPTION AREA Is a place to greet prospects & clients needed?		
GRAPHIC ELEMENTS Freestanding or other additional graphic elements?		
ANYTHING ELSE Anything else the booth needs to physically do		

7. 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?

8. 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 UP

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

9. FOOTPRINT RANGE (IF PROGRAM SPANS MULTIPLE SHOWS)

List all footprints this design needs to scale across

10. KEY DATES

WHEN DO YOU NEED CONCEPTS BACK?

HARD DEADLINES

ADDITIONAL INFORMATION

Anything else your exhibit partner should know before designing

FOR INTERNAL USE ONLY

REVISIONS: V1 V2 V3 ADDITIONAL (REQUIRES MEETING FOR APPROVAL)

CLIENT PRESENTATION DATE

APPROVAL