

1. General Information

Company name: _____

Industry / business profile: _____

Contact person and details (email, phone):

Name of the trade fair / event: _____

Event location and date: _____

Hall and booth number (if known): _____

2. Objectives of Participation in the Trade Fair

What is the main objective of participating in the trade fair?(e.g. sales, lead generation, brand building, product launch)

Are any B2B meetings, presentations, or demonstrations planned?

What are your general expectations regarding the exhibition booth?

3. Scope of Cooperation

Should the booth be delivered as a turnkey solution (design, construction, equipment, logistics, documentation)?

Do you already have a ready-made design or concept?

Is the booth intended for single or multiple use?

4. Booth Size and Type

Booth area (if known):

Type of booth construction:

Inline (one open side)

Corner (open on two sides)

Peninsula (open on three sides)

Island (open on four sides)

Preferred type of construction:

Modular/system booth

Custom-built booth (wood, panels, other materials)

Combination of both solutions

5. Functional Elements of the Booth

What functions should the booth serve?

Meeting / discussion area

Storage / back office

Reception / counter

Kitchen / coffee area / bar

Multimedia / LED screens

Other (please specify):

What products or services will be presented?

Will any devices requiring electrical power be used?

If yes, please provide details.

6. Utilities and Installations

Will utility connections be required?

Electricity (power requirement in kW):

Water:

Compressed air:

Internet / LAN network:

Are any suspended elements planned?

Are structural calculations or other technical requirements necessary?

7. Design and Aesthetics

Do you have brand identity guidelines (logo, colors, fonts)?

What design styles do you prefer (e.g. modern, industrial, minimalist)?

Do you have any inspirations or examples of booths you find appealing?

What colors, materials, and textures do you prefer (e.g. wood, glass, lighting effects)?

Should multimedia elements, lighting, screens, or visual effects be included?

8. Materials for Preparation

Do you have ready-to-use graphic files (logos, photos, advertising slogans)?

By what date will all materials for printing and installation be available?

9. Logistics and Formalities

Do you require assistance with:

Filling in the organizer's forms:

Submitting the booth design for approval:

Preparing technical documentation (load capacity, hanging structures):

Coordinating deliveries, transport, and installation of exhibits:

Is transportation of materials/products to the booth planned?

10. Budget and Deadlines

What is the approximate budget allocated for the booth realization?

By what date should the booth be ready for handover?

Are there any important deadlines we should be aware of?

11. Additional Remarks

Additional information that could help us prepare a tailored offer: