



**WE CREATE  
EXCEPTIONALLY  
VALUABLE EXHIBITION  
STANDS WORLDWIDE**

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Today exhibition is a part of complete marketing communications. Participation at trade shows allows companies to reach a predefined target population, create new business opportunities and enhance marketing exposure. The exhibition advantage is that you can adjust the service product to a targeted audience. This is an opportunity to strengthen the ties, and test the response of the market to existing products and services and to offer new ones.

Studio Zaurus is a market leader for the past 3 decades in the exhibition and event industry, we specialize in planning, designing, and building booths

Studio Zaurus covers all aspects of exhibitions, trade shows, and events. From the smallest modular stand, large custom designed stands, entire exhibition halls to outdoor events - we'll stand by you.

Whether you are exhibiting for the first time or are an old hand at trade shows, our job is to provide the best possible service for you, in whatever capacity you need us. Our aim, ultimately, is to help you achieve greater sales success from your exhibition, trade show or event.

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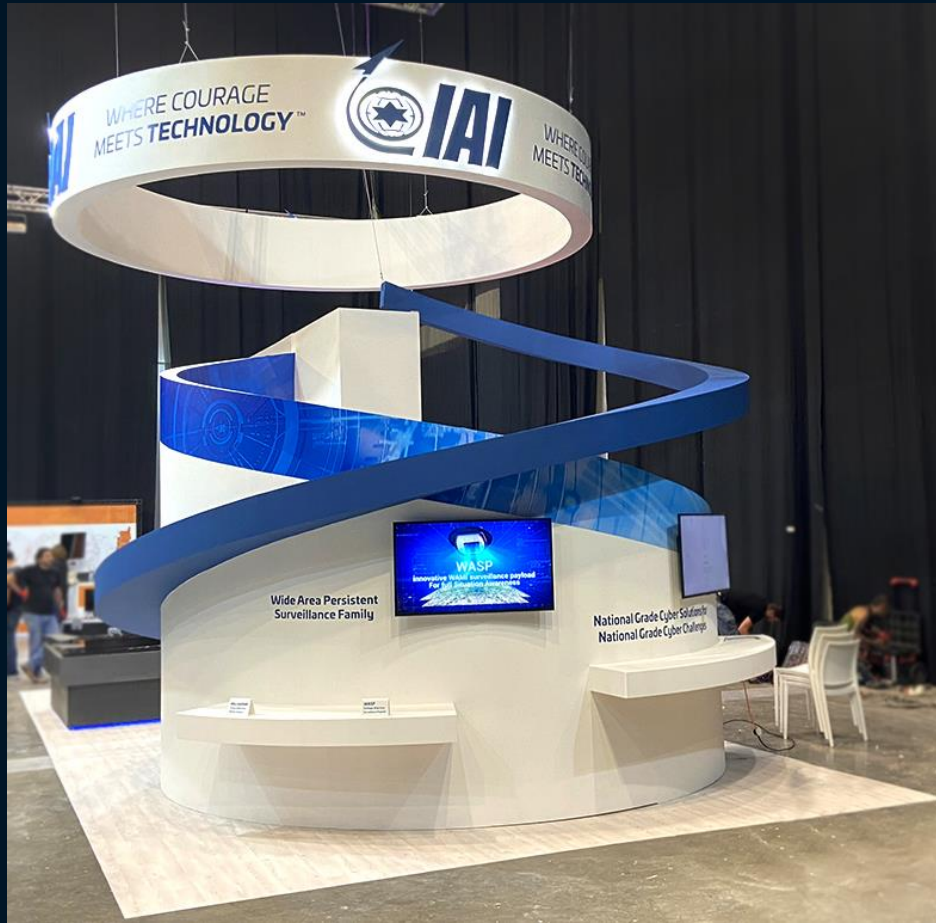
















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## Exhibition Stand Design Brief Preparation

Often exhibitors requesting a stand design as: "This is my floorplan, provide me a design." This is an approach that will not deliver a professional outcome.

Providing to the designer an organized stand design brief is the starting point to develop a stand design that cover all the exhibition targets.

What requirements should be included on a brief? Starting from the style selection, the target budget and how the space should be divided, should come in first place. Together with the floorplan which should always be provided.

The style can be minimalist, luxury, or a thematical stand like an old western style, important is that the stand builds a connection between the company's corporate image and the exhibition presentation.

The target budget helps the stand builder to stay inside the budget and provide the best solution for the available amount. The color mix is important, with the information how the space should be divided. Depending on the exhibition targets, a closer design with meeting rooms and VIP areas is more favorable for negotiations or enhancing already existing customer relationships. For newcomers or companies launching a new products an open space can reach their exhibition targets.

The exhibition target is a key information for a professional exhibition stand provider to develop the right concept.

After defining style, space divisions and colors the next step is to define details about the stand interior as quantity of discussion tables chairs, front desks, VIP area or a bar area, closed or open meeting rooms, storage area or a service kitchen.

Product display areas needs to be defined, as they are the central points of attention. How will they be displayed in vitrines, showcases shelves, or other?

If the company provides a service how should the message be transmitted? Through screens slogans, graphics? The transmission of the right message for service providers is crucial.

A small checklist can help efficient and easy to place a short and efficient design brief.

## Exhibition Stand Design Brief Preparation

### Main booth requirements:

- Floorplan
- Design style
- Color specification codes
- Open or close style
- Flooring
- Target budget
- Stand space requirements
- Quantity of tables and chairs
- Open or closed discussion areas
- Front desk
- Drink service bar

### Products and services requirements:

- Quantity of products to display
- Way to display products

### Marketing message:

- Slogans
- Multimedia as flat screens
- Logos type and placement (as enlightened or 3D logo)

After defining all the above requirements an experiment designer and exhibition marketers shall develop the concept.