



BUDGET

Purchase, Rental, or Hybrid

Range (ex. \$75,000 to \$200,000)

Show Service Expense for
Deployment

DESIGN

Conceptual Design
based on criteria

Derivative Design based
on existing concepts

Functional Specification
and Priorities

SHOW SCHEDULE

How many shows do you plan
exhibiting this year?

What type of booth do you need?
(Inline, Island, Peninsula, Corner,
Cross-Aisle, Custom)

What size is your booth?



FUNCTIONAL SPECIFICATIONS

Product Displays

Computer Workstations

Storage Requirements

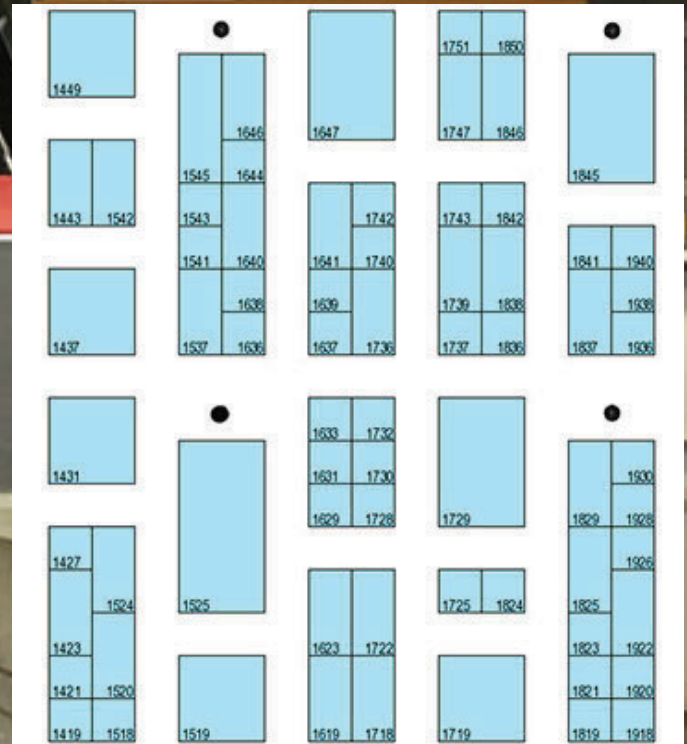
Meeting Space

Video / Multimedia

Literature

Giveaways

Hanging Signage



PRIORITIES IN BOOTH DESIGN

Visual Impact

Cost of Booth

Cost of Freight & Drayage

Install & Dismantle Cost

Video & AV