



Clements and Street  
Design Build Limited

# HOW TO CREATE A GREAT EXHIBITION BRIEF



## TO USE THIS WORKSHEET:

Go through each prompt or question in order and use the accompanying table to help fill in all the details under each heading. These details can then form the basis of your in-depth exhibition brief.



### RELEVANT BRAND MESSAGE FOR THE SHOW

1. What does your company or brand do that differentiates it in the market?
2. What's your most significant USP/campaign message at the show?
3. Which of your products or services are you promoting at the show?
4. Which of your key competitors attend the same show?
  - a. What do they do well and what do they do badly?



### PAST EXHIBITING EXPERIENCE

1. Have you attended this show or any others previously?
2. From any past experience of exhibiting, what worked and what didn't?
3. What are you looking to focus more on with your next exhibition/s?



## BUDGET & EXHIBITION PROGRAMME CONSIDERATIONS

1. Beyond this event, what others do you attend in the UK, Europe, or rest of world?
  - a. How do they differ from each other?
2. Do you budget per event or per year?
3. What does your budget need to cover?
4. How often do you expect to change your stand's design?
5. Do you take the same message to all shows?
  - b. If not, how does it differ?



## SHOW SPECIFICS

1. Why have you chosen this show?
2. Is the show B2B, B2C or both?
3. What's the audience profile of the show?
  - a. Are they predominantly male or female
  - b. Average age
  - c. Are they known visitors or new to you?
  - d. Do they work within a specific market with particular needs or are they looking for a wide variety of solutions?
  - e. Job titles
4. How does the show's audience profile compare to your own?
  - a. Will you be targeting a specific section of visitors or broadly appealing to many?
5. Will you have any coinciding marketing or advertising campaigns at the time of or at the show?



## OBJECTIVES AND DESIRED OUTCOMES

1. Divide the priority of your exhibition objectives across 100% to determine most important to least important. E.g. create new sales opportunities - 50%, up-sell to current customers - 30%, increase brand awareness - 20%.
2. What's your desired outcome from the show?
3. How will you measure the success of the show?

### Example objectives

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Create new sales opportunities          | <input checked="" type="checkbox"/> Utilise PR opportunity              |
| <input checked="" type="checkbox"/> Aid customer retention                  | <input checked="" type="checkbox"/> Demonstrate thought leadership      |
| <input checked="" type="checkbox"/> Cross-sell/up-sell to current customers | <input checked="" type="checkbox"/> Launch new product or service       |
| <input checked="" type="checkbox"/> Increase brand awareness                | <input checked="" type="checkbox"/> Research new supplier relationships |



## ON STAND ACTIVITY

1. What activities will you engage in on the stand at this show?
2. Divide your stand activities across 100% to determine their importance E.g. Lead taking 70%, competition 30%
3. Are there any specific considerations required to facilitate these activities?

### Example activities

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Lead taking           | <input checked="" type="checkbox"/> Product launches      |
| <input checked="" type="checkbox"/> Demonstrations        | <input checked="" type="checkbox"/> PR                    |
| <input checked="" type="checkbox"/> Hospitality           | <input checked="" type="checkbox"/> Seminars              |
| <input checked="" type="checkbox"/> Adhoc meetings        | <input checked="" type="checkbox"/> Competitions          |
| <input checked="" type="checkbox"/> Pre-arranged meetings | <input checked="" type="checkbox"/> Promotional hand outs |

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