

Writing an Effective Exhibition Stand Brief

A Step-by-Step Guide for Briefing Your Exhibition Stand Contractor

If you're reading this, chances are you've been tasked with preparing a brief for a new exhibition stand. This guide will walk you through the process. While not exhaustive, it offers an excellent foundation and plenty of food for thought.

1. Introduction: Tell Us About Your Business

To create a successful exhibition stand, your contractor needs to understand your business. Begin your brief by providing:

- A short overview of your company (a few paragraphs).
- The products or services you offer.
- Company size (e.g. number of employees, turnover range—optional but useful).
- Geographic presence: are you international? If so, where?
- Year established.
- A few descriptive words that capture your brand's personality (e.g. innovative, customer-focused, high-tech).
- Your objectives for this exhibition (e.g. lead generation, product launch, brand awareness).
- What you'll be showcasing (products, services, demos).
- How the stand will be operated (live demos, literature, AV presentations, etc.).
- Number of staff on the stand at any given time.
- Will you be offering refreshments or giveaways?

Also, highlight any past stand designs that didn't work well—and why. Learning from what didn't work can be just as valuable as knowing what you want.

2. Planning Your New Exhibition Stand

Next, think through what your new stand needs to achieve. Consider the following:

- What are the goals of the stand? (e.g. increasing website traffic, boosting sales, launching a new product, raising brand visibility).
- Who is your target audience? (B2B or B2C, industry sector, demographics, languages spoken, etc.).
- Is this part of a rebrand or larger marketing initiative?
- Are there existing campaigns or branding it needs to align with?
- What are your key selling points?
- What industry are you targeting?
- Who are your main competitors? List a few websites if possible.

- Will the stand be hired or purchased? (Keep in mind storage, refurbishment, and reusability costs).
 - What is your all-inclusive budget?
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3. Defining the Look and Feel

Your stand should reflect your wider brand identity. Be sure to include:

- Company brochures, marketing materials, or your annual report.
 - Examples of exhibition stands you admire—these don't need to be industry-specific. Highlight elements like color schemes, structure, lighting, or AV features.
 - Access to your image library or brand assets, if available. Reusing existing imagery can reduce costs and ensure brand consistency.
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4. Design & Technical Specifications

Here's where details matter. Help your contractor by outlining:

- Location and layout of your stand (island, corner, inline).
 - Anticipated foot traffic flow.
 - Optimal orientation (facing key attractions, main aisles, etc.).
 - Desired stand style: open and welcoming or more exclusive with meeting rooms.
 - Kitchen or catering needs.
 - Utilities required (power, internet, water/waste, phone lines).
 - Will you use a platform floor? (Note: ramps are required for accessibility).
 - Plans for reusability (fully reusable or partially modular?).
 - Type and quantity of graphics (e.g. lightboxes, large format prints).
 - Storage and display needs (cabinets, literature racks, carrier bag hooks).
 - AV equipment (monitors, PCs, tablets).
 - Reception desks, meeting spaces.
 - Any heavy or oversized product displays that require special logistics.
 - Maximum height restrictions and use of overhead rigging (banners, lighting, etc.).
 - Are you familiar with health & safety requirements? If not, your contractor can advise.
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5. Promotion: Supporting Your Investment

A stand is only as effective as the promotion behind it. Consider how you'll drive traffic:

- Direct mail or email campaigns.
- Public relations activity.
- Sponsorship opportunities.

- Branded giveaways and personal invitations.
- Website and social media promotion.

Many exhibitors rely solely on the organiser's marketing, but a dedicated promotional plan will help you stand out. Share your promotional timeline with your contractor—it may impact design decisions.

6. Conclusion: Wrapping Up the Brief

Finish your brief with a clear conclusion:

- What exactly do you want the contractor to deliver?
 - What formats should the proposal take (e.g. 3D visuals, cost breakdown, timeline)?
 - What is the deadline for proposals?
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At CNM Exhibitions, we provide comprehensive design proposals including 3D visuals with your branding, layout concepts, cost estimates, timelines, and all assumptions made.

Good luck writing your brief—and don't forget to include us in your invitation to tender!

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