**Technical specification for the development of the design project of the exhibition stand**

|  |  |
| --- | --- |
| **ABOUT COMPANY** |  |
| **Name** |  |
| **Web** |  |
| **Sphere of activity** |  |
| **EXHIBITION,****Main features of the stand** |
| **Title** |  |
| **Dates of the event** |  |
| **Venue** | exhibition complexpavilion №stand № |
| **Stand dimensions** | l\*w |
| **Number of floors** |  |
| **Type** | **island** | **peninsula** | **angular** | **linear** | **passageway** |
|  |  |  |  |  |
|  |  |  |  |  |
| **MARKETING, CONCEPT** |  |
| **Marketing goals and objectives**(brand promotion, presentation, image maintenance, meeting with partners) |  |
| **The concept** |  |
| **Style** |  |
| **Brand Colors** (Brandbook / CMYK/Pantone / Sample) |  |
| **Brief description of the exhibits** | **name** | **quantity** | **overall dimensions, weight** |
|  |  |  |
|  |  |  |
|  |  |  |
| **STAND ELEMENTS** |  |
| **Podium** (no/32 mm/100 mm, ramp available) |  |
| **Desired floor covering** (carpet, chipboard,laminate, grass) |  |
| **Suspended structure** (yes/no) |  |
| **Suggestions for materials** (chipboard/MDF, construction kit, plastic, fabric, banner, painting...) |  |
| **Layout** (suggestions) |  |
| **Information stands**(qty, capacity, format) |  |
| **Niches, showcases, podiums for exhibits** (specify the number and size) |  |
| **Meeting areas** | **Type** | **Open** | **Closed** | **Semi closed** |
| **Quantity** |  |  |  |
| **Area** |  |  |  |
| **Filling**(chairs, armchairs, tables, cabinets, hanger) |  |  |  |
| **Utility rooms** | **Area** |  |
| **Filling** (hanger, racks, refrigerator, cooler, sink ect) |  |
| **Presentation areas**(plasmas, video walls, LED screens, touch panels, online broadcasts, sound) | **Name** | **Quantity / dimensions** | **Comments** |
|  |  |  |
|  |  |  |
|  |  |  |
| **Content** (your own/must be prepared) |  |
| **Decorative elements** (showcases, shelves, catwalks, special furniture, floristics, bubble panels, waterfall installations...) | **Name** | **Quantity / dimensions** | **Comments** |
|  |  |  |
|  |  |  |
|  |  |  |
| **Additional information** |  |
| **The deadline of the project** |  |
| **Estimated budget** |  |
| **The number of bidders** |  |

**The information needed to create the project:**

1. **A Seating plan indicating the booth number;**
2. **Company logo in vector format;**
3. **Brandbook, images, branded fonts.**

****

**Technical requirements:**

* **The work accepts materials in the format:.tiff, .psd, .cdr, .pdf, .ai**
* **The file resolution is 72-150 dpi (For very large files, you can reduce it to 36 dpi.)**
* **One image per print — one file.**
* **If there are light fields on the edges of the file — make a black frame with a thickness of 1 pixel.**
* **To display the gradient correctly, specify the maximum value of the steps in the layout.**
* **The indents from the edges of important elements to > 30 mm.**