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

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| **ABOUT COMPANY** | | |  | | | | | | | | | | |
| **Name** | | |  | | | | | | | | | | |
| **Web** | | |  | | | | | | | | | | |
| **Sphere of activity** | | |  | | | | | | | | | | |
| **EXHIBITION,**  **Main features of the stand** | | | | | | | | | | | | | |
| **Title** | | |  | | | | | | | | | | |
| **Dates of the event** | | |  | | | | | | | | | | |
| **Venue** | | | exhibition complex  pavilion №  stand № | | | | | | | | | | |
| **Stand dimensions** | | | l\*w | | | | | | | | | | |
| **Number of floors** | | |  | | | | | | | | | | |
| **Type** | | | **island** | **peninsula** | | | | **angular** | **linear** | | | | **passageway** |
|  |  | | | |  |  | | | |  |
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| **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** | | | |
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| **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** | | | |
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| **Content** (your own/must be prepared) | | |  | | | | | | | | | | |
| **Decorative elements** (showcases, shelves, catwalks, special furniture, floristics, bubble panels, waterfall installations...) | | | **Name** | | **Quantity / dimensions** | | | | | | | **Comments** | |
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| **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.**

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**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.**