

ALLES FÜR DEN AUGENBLICK

Briefing for exhibition stand

Dear Sir or Madam,

We were delighted to receive your enquiry and wish to thank you for the interest you have thus shown in working together with Icom Messebau GmbH.

We will be pleased to prepare you a quotation. To ensure that both the quotation and the accompanying concept come as close as possible to meeting your expectations, we ask you to take a little time to complete this briefing form in as much detail as possible.

We will be happy to help with any questions you may have in this regard. Just give us a call, send us an e-mail or a fax.

General company information:

Company:

Postal address

Web address

Contact person

Position in company

Who decides on the awarding of the order?

Telephone / fax

E-mail

How did you first hear about Icom?



ICOM Messebau GmbH | Company for Design & Exhibition Services | Liebigstraße 12 | 82256 Fürstenfeldbruck
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BLZ/Code 701 500 00 | Konto/Acc. No. 015 186 695 | Volksbank Alling | BLZ/Code 701 633 70 | Konto/Acc. No. 1 318 780
ID. Nr. DE 811319147 | ST.-Nr. 117/12910242 | Finanzamt Fürstenfeldbruck | Managing Director: Bernd Eichenhofer
Meisterbetrieb sowie Mitglied der Schreinerinnung und des Verbands Direkte Wirtschaftskommunikation e.V.



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The quotation

What do you want to receive:

Quotation without concept and design

Quotation inclusive stand concept and design presentation with visualisation

Please keep in mind the fact that the creative work of our architects and marketing specialists goes into the making of each of our design presentations. Each concept is individually created to suit your company and the goals you wish to achieve at the exhibition or trade fair and we assume that you are seriously interested in working together with us. We usually require approximately 14 days to prepare an individual concept. It is, however, also possible to complete a concept at shorter notice if the need arises.

How many quotations do you intend to obtain for this project?

Will a fee be paid for preparing a design? Yes No

Exhibition / event and stand information

Name of the event

Do you have any previous experience at this event?

Venue / date, etc.

Size and type of stand

Rowstand Cornerstand Endstand Islandstand L x W x m

Please include venue plan and technical floor plan, if available.

Hall number, stand number

Building

Stand Nr.

Budget for exhibition stand

€



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Scheduling

When do you want to receive quotation and presentation of design?

Awarding of order to the exhibition stand design company

Exhibits

Exponates, Sizes, Quantity

Targets of Exhibition

Service for key account customers
Winning of new customers
Presentation of new products
Increase or defence of Market share
Promotion of purchase
Presentation of Company image
Public Relation
Increase degree of brand awareness
Increase degree of popularity
Monitoring of the Market
Monitoring of Competitors
Motivation of Employees

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Stand design

What is your Corporate image?

Please also provide us with any CI regulations, style guides, brochures, etc. if available.

What is your USP?

Do you want a long-distance impact in the building?

Please also send us the building plan, walking direction, etc.

Technical connections

water

compressed air

electricity

telephone

fax modem

W-LAN

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Do you already know what you need:

Communication / Presentation area:

Reception desk quantity

Bar stools quantity

Counter quantity

Chairs quantity

Bistro table quantity

Armchairs quantity

Bar table quantity

Sideboard quantity

Cabinet quantity

Brochure holder quantity

DVD player quantity

LCD quantity

Computer station quantity

Beamer quantity

Plants quantity



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Conference area:

Open meeting area integrated with the presentation area Yes No quantity

Closed conference room with lockable door Yes No quantity

Furnishing of the conference area:

Chairs quantity Armchairs quantity Tables quantity

Sideboards quantity Refrigerator quantity Wardrobe quantity

Supply area / Kitchen equipment Yes No

Desired size in m²

Work space quantity Refrigerator quantity Sink quantity

Bottle refrigerator quantity Cooker quantity Wardrobe quantity

Coffee machine quantity Dish washer quantity Racks quantity

Dishes quantity

Separated, lockable storage room Yes No

Desired size in m²

Activities

Stage

exhibition event, party, etc.

Event parallel to exhibition



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Accompanying advertising measures

Entry or advertising in catalogue

Invitations / direct mailing,
other mailing,
press releases, press kits,
press conference

Outdoor advertising

Exhibition information system
advertising spaces
transport advertising

Additional measures

Organisation of the exhibition stand

Stand management / technical
management

Hostesses / languages, etc.

Stand personnel training

Catering

Contact reports

Stand team

Personnel / number / qualification

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No second chance for the first impression

Perception

We all know the situation: after meeting a person for the first time, whether consciously or not, within a few seconds we have formed an impression of that person.

Experience marketing:

"They will forget what you said but they will never forget what you made them feel."

Identity

The core of an identity is its individuality. At corporate level this mainly pertains to differentiation and recognition in all communication media and channels. It is important that this parity has nothing to do with uniformity.

Differentiation

The aim is to work out a clear differentiation between the company in question and its competitors: by means of a consistently recognisable and therefore strong profile.

Process

No two companies are the same. That is why corporate identities need to be individually developed and customised to suit the specific circumstances. This is the only way to create a sustainable and viable concept.

Rules

Theory is not worth a thing if certain "basics" are not taken into account.

Communication is that which comes across

Apart from events, exhibitions and trade fairs are the trailblazers for three-dimensional marketing and the addressing of all of the senses which thus becomes possible.

As services and products become increasingly similar in saturated markets and "value for money" alone is difficult to quantify, subjective and emotional differences need to be created. It is the task of the designers and architects at Icom to achieve just this.



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