

## CREATIVE BRIEF FORM

*"An exceptional design starts with a creative brief"*

Kindly fill and send to [amrita.manhar@indexdesign.ae](mailto:amrita.manhar@indexdesign.ae) once finished and our dedicated account manager will contact you.

Exhibition Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Company website: \_\_\_\_\_

Contact Number: \_\_\_\_\_ Budget: \_\_\_\_\_ Design Deadline: \_\_\_\_\_

**STAND CONCEPTS** Mandatory designs considerations (can check multiple values)

Open Plan	Formal	Exclusive	Conservative
Closed Plan	Casual	Inviting	Flashy

**STAND AREA** Dimension:  x  meters **PLATFORM** **Covering:** \_\_\_\_\_

**SIDES OPEN** **TOP BRANDING** **CEILING**

**MEETING AREA** **Quantity:** \_\_\_\_\_ **RECEPTION AREA**

**VIDEO SCREEN** **Quantity:** \_\_\_\_\_ **Display size:** \_\_\_\_\_

**DEMO STATIONS** **STORAGE AREA** **PANTRY/BAR AREA**

**PRODUCT DISPLAY** **Kind of products:** \_\_\_\_\_

**ADDITIONAL SERVICE** \_\_\_\_\_

### Additional Requirements:

It would be great if you can send:

- Company Logo (high resolution, pdf or eps format)
- Floor plan
- Preferred design (Previous year stand)