

# design exploration worksheet – trade show exhibits

## HOW TO USE THIS SELF-GUIDED QUESTIONNAIRE

This worksheet is designed to help you clarify your trade show goals, brand story, and functional requirements before you start designing your next exhibit.

By working through each section, you'll explore your company's history, culture, audience, messaging, and budget — key insights that will guide both your initial consultation, and the overall design direction of your booth.

If you get stuck on a question, our team is happy to discuss ideas and solutions tailored to your exact needs.

### *Before you start:*

- Set aside at least 20 minutes to complete this worksheet.
- Involve your marketing or sales team if possible.
- Be honest about your goals, challenges, and constraints — this helps us design smarter solutions.

## 1. your goals

### WHAT SUCCESS LOOKS LIKE FOR YOU

#### *What are your trade show goals?*

Rate the importance of each of the questions below.

	Very Unimportant	Somewhat Unimportant	Neutral	Somewhat Important	Very Important
Generate qualified leads					
Meet with existing clients & invited prospects					
Increase visibility — build company identity & image					
Generate sales orders at the show					
Introduce new products/services					
Demonstrate products/services					
Increase distribution network					
Conduct market & competitive research					

Have you exhibited before? what was your last exhibitor experience like? What worked, and what didn't?

What did you like about your exhibit? What would you like to change about the look of your exhibit?

What do you want to accomplish with this exhibit that didn't happen last time (improve your image, cut shipping costs, etc.)?

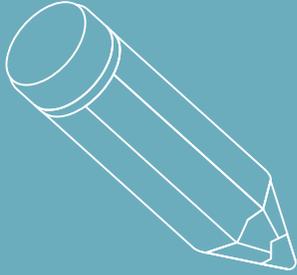
## **2. your brand & culture**

WHAT YOUR BOOTH SHOULD COMMUNICATE

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What does your company do? What makes it special or unique compared to your competitors?

What are you going for when it comes to the overall look and feel of the exhibit? For example: modern, sophisticated, established, hi-tech, friendly, professional, low-key, etc.)



### *Examples of Exhibit Styles and Descriptors*

#### WARM & APPROACHABLE

- Inviting
- Bright
- Playful
- Relaxed

#### SOPHISTICATED & PROFESSIONAL

- Polished
- Refined
- Trustworthy
- Confident

#### MODERN & MINIMAL

- Clean
- Sleek
- Contemporary
- Innovative
- Futuristic

#### CREATIVE & BOLD

- Artistic
- Dynamic
- Vibrant
- Unexpected
- Experiential

#### NATURAL & GROUNDED

- Organic
- Earthy
- Sustainable
- Authentic
- Handcrafted

What are your corporate colours and design elements (must-use, or flexible)?

What colours or design elements do you want to avoid (ex: with a competitor or just a general dislike)?

# 3. exhibit functionality

## WHAT GENERAL FEATURES DO YOU WANT IN YOUR EXHIBIT

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### *Media*

- Wall-mounted video monitors
- Freestanding monitors
- Video wall
- Audio capabilities (ie. microphone & speakers)

### *Greeting & Working Areas*

- Reception counter/lead retrieval area
- Sales counter
- Computer workstation areas
- Product demonstration area

### *Storage*

- Locking cabinets
- Locking full-height storage room
- Under-counter storage

### *Visuals*

- Permanent graphics
- Interchangeable graphics
- Backlit graphics or panels

### *Meeting Spaces*

- Private conference room
- Semi-private meeting area
- Lounge space
- Platform or stage for presentations
- Food & beverage service area

### *Product Displays*

- Locked product displays
- Interactive product displays
- Shelving
- Literature displays

### *Flooring*

- Subfloor
- Carpet or floor tiles
- Laminate or specialty flooring

### *Accessories & Other*

- Built-in lighting/electrical
- Branded rental games
- Rental furniture

Are there any other specialty features that you want in your exhibit (custom dimensional signage, specialty accents/materials, rental furniture or accessories, etc.)?

## 3. your audience

### WHO YOU'RE SPEAKING TO AND HOW THEY ENGAGE

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Who is your target audience? Is it always the same, or dynamic? How would you describe your target audience (technical, corporate, creative, etc.)?

#### *Examples of Target Audience Descriptors*

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##### MINDSET

- Analytical
- Risk-taking
- Pragmatic
- Innovative
- Cost-conscious
- Trend-aware
- Relationship-oriented
- Independent

##### DEMOGRAPHIC

- Local
- International
- Young professionals
- Established experts
- Team-based decision makers
- Executive-level decision makers

##### BUYING MOTIVATION

- Performance-driven
- ROI-focused
- Experience-driven
- Aesthetic-minded
- Practical/functional
- Long-term investment focus
- Brand-conscious

Where should your visitors go first within your exhibit, and why? What happens in this priority zone?

Do you require a progression of events to tell your story and meet your goals (ie. qualify, demo, disengage)?

What selling and demonstration tools do you use at trade shows to interact with your audience (brochures, portfolios, video, product demonstrations, etc.)?

## **4. your products & services**

WHO YOU'RE SPEAKING TO AND HOW THEY ENGAGE

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What products and/or services do you you want to feature, and how many?

Give a detailed description about these products and/or services, including product size specifications, colours, electrical requirements, etc.

If you will be showcasing products in your booth, how much counter/display space is required for them?

## **5. graphics & messaging**

### WHAT YOU WANT PEOPLE TO REMEMBER

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What is most important piece of information that you want visitors to take away from your exhibit?

Do you have a slogan or theme that you would like to incorporate?

Will your message change for different products and/or shows?

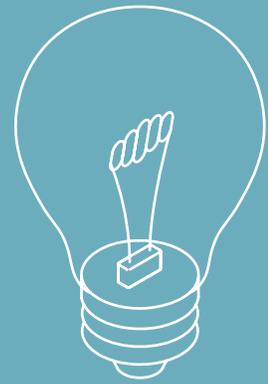
Will you be providing graphic assets, images, fonts, and brand guidelines? Or are you looking to create something completely new?

### *Finding Visual Inspiration for Your Booth*

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Images are a great bonus to include when inquiring about an exhibit build. You can include examples of booths that you like, or even create a moodboard with textures, colours, fonts, imagery, signage styles and graphic design elements.

If you don't have visual inspiration examples, take a look at the builder's website or portfolio, and ask them for more examples during the initial stages to get a feel for what you like.



# 6. your budget

## HOW WE CAN MAKE IT HAPPEN WITHIN YOUR MEANS

Exhibit design, graphics & fabrication budget:

\$

Shipping/transportation budget:

\$

Show services budget:

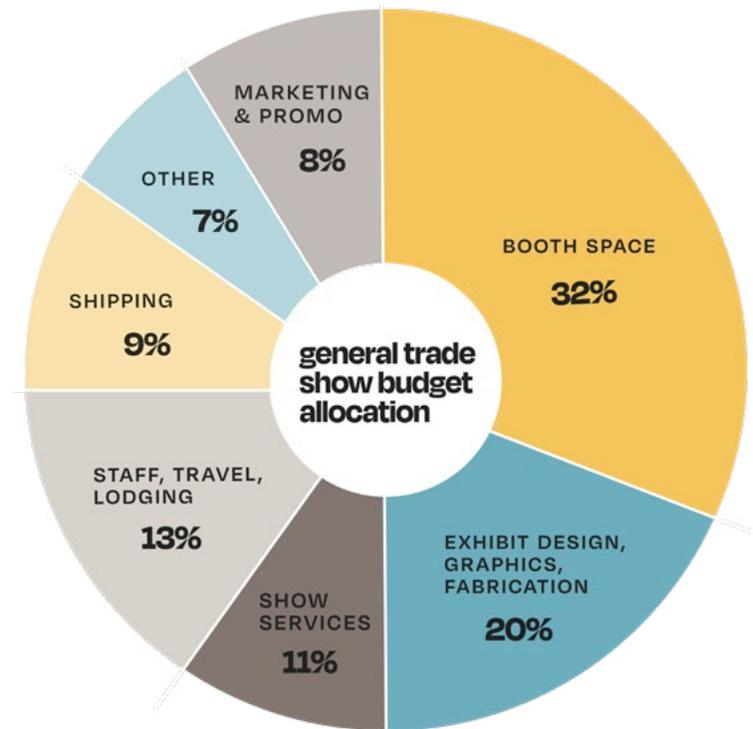
\$

Select the options you're interested in:

Purchasing

Renting

Leasing



## next steps

### LETS MAKE IT HAPPEN

Bring us your ideas and questions, and lets discuss how we can create an exhibit with the right impact for your unique needs.

Email your completed worksheet and the information listed below to: [sales@exhibitstudio.ca](mailto:sales@exhibitstudio.ca)

- Show dates and location
- Any additional photos/visual inspiration examples

Our team will use your responses to recommend layout options, materials, and visual concepts that align with your goals.

*exhibitstudio.ca*

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**exhibit**  
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