

Exhibition Stand Brief Checklist

The more of this you can tell us up front, the faster we can put a design in front of you. Here's what we need to get started.

01 Company & contact details

Your company name, and who we should be talking to — the main contact and anyone else involved in sign-off.

02 Event & show details

Show name, dates, venue, and your stand or hall number if you have it. If you have your Exhibitor Manual, please provide.

03 Stand size & floor location

Footprint (or space-only dimensions), and whether it's a corner, island, or row position — plus what's around it.

04 Budget range

An approximate range for build and extras, so we can design to it rather than around it.

05 Design style & brand preferences

The look and feel you're after, your brand guidelines, and any stands you love — or want to avoid.

06 Key messages & products

What you want visitors to see and understand first — products, services, or messages to lead with.

07 Furniture & tech requirements

Screens, storage, seating, demo areas, or anything else the stand needs to function on the day.

08 Branding assets available

Logo files, imagery, copy, and your brand guidelines document, if you have one.

09 Timeline & key deadlines

Build date, show open date, and any milestones we need to hit before then.

10 Inspiration

Photos of stands you like — past stands of your own, or anything you've seen on the show floor.

Ready to talk it through?

Book a call, or send what you've got to sales@redblugraphics.co.uk

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