

Briefing



Max. 6 minuten.

Ready for a stand that makes an impression?

At Eldee, we believe a strong trade show presence starts with a good foundation. To create a free, no-obligation first design that fits your brand perfectly, we need your input.

This briefing helps us truly understand your goals, style and wishes. Together we lay the groundwork for a stand that sets the right tone on the show floor.

Company details

Company name

Contact person

First name

Last name

Contact person email

example@example.com

Company registration number

Stand details

Trade show

Name of the trade

Location/City/Country

Stand location

Hall

Stand number

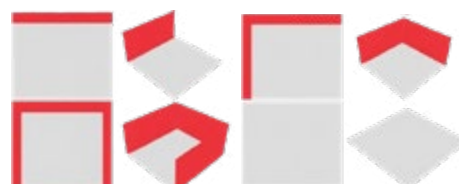
Stand type

Corner

Island

End-of-block

Row



Stand dimensions (...x...= m²)

Obstacles on the floor surface

(please indicate on the floor plan where possible, e.g. hall columns)

Budget (in euros)

Preferred proposal date

Tell us more about your company

Which sector is your company in, and what type of products/services does your company provide?

What are your main reasons for taking part in this trade show?

Receiving existing clients

Providing information

Acquiring new clients

Launching a new product/service

Presenting a new corporate identity

Direct sales

Product demo

Other, namely:

What new insight should the visitor leave the stand with?

Product knowledge: They now know exactly how our machine/service works.

Conversion: They have a concrete need to schedule a follow-up appointment or request a quote.

Trust: They have felt that we are a reliable partner.

Practical requirements regarding the stand

Preferred floor finish:

Floor covering: directly on the trade show floor

Raised floor covering: for a high-quality look and/or to conceal cables (electrical/water).

Reinforced floor: necessary for heavy machinery or objects (please provide weight/dimensions).

Which floor covering do you prefer?

1. Carpet tiles (budget-friendly)
2. Fitted carpet
3. Laminate
4. Printed/custom floor



Would you like a second floor/level?

Yes No

What would you like to have at the booth?

	Yes/No	Number	Comments
Bar: Does it play an important role or not?			
Seating Options			
Storage/kitchen, size relative to the stand			
Consultation room			

Are there machines present that require a connection? (Tick what applies):

Electricity

Compressed air

Three-phase power

Wired internet/WiFi

Water

Would you like plants or other decoration in the stand?

Real plants

Artificial plants

Other, namely:

Audiovisual equipment

How do you communicate your digital message?

(e.g. your own LED systems, rented screens, or interactive touchscreens)

Which AV equipment do you want in the stand?

	Intended purpose	Quantity	Own property: Yes/No
Screen			
Laptop			
PC tower			
Touchscreen			
Sound system			
Ledwall			

Look & Atmosphere

If your company had no logo or name on the stand, which three visual features would still allow visitors to recognise you?

This helps us capture the essence of your brand. Think of a specific colour, a unique shape (such as rounded corners) or a particular atmosphere.

Which design style most closely matches the identity you want to project at the show?

(multiple choices possible — see the Eldee Styles book for inspiration)

Minimalist & Clean: Focus on essentials, white space and calm.

Luxury & High-end: High-quality finishes, rich textures and exclusive materials.

Modern & High-tech: Seamless finishes, glass and sleek LED lines.

Industrial & Raw: Use of steel, concrete look and exposed structures.

Warm & Homely: Use of wood, soft fabrics and warm tones.

Natural & Organic: Plenty of greenery, organic shapes and sustainable materials.

Name three materials that, in your view, are inseparably linked to your brand's image:

(e.g. brushed steel, raw oak, seamless glass, felt, etc.)

Lettering & Decoration

We would like to receive files for the desired lettering relating to your stand design. A draft of the final lettering will be sent to you for approval.

- Logos (of which companies, with/without pay-off)
- Slogans
- Brand guide

To ensure your branding is produced as carefully as possible to your wishes, we ask for your attention to our delivery specifications. We can email these to you on request. If you have any questions, you can always contact our DTP department.

Would you like a (hanging) eye-catcher in the stand? (No / Yes, namely...)

A hanging eye-catcher makes you visible from the other side of the exhibition hall. Whether it's an illuminated ring or a hanging logo: it draws the eye upward and makes your stand a landmark in the crowd.

What are your main corporate identity colours?

What we'd like to ask of you:

- For logos, pay-offs and slogans:
in EPS or PDF with (letter) outlines, with PMS colours where possible
- Images for print work:
minimum resolution of 150 dpi at the actual desired size
- Colours:
PMS (Pantone Matching System) colour reference
- Fonts:

If you want a specific font in your lettering that ELDEE does not have, we ask you to send us that font or to supply the relevant text as an EPS or PDF with letter outlines.