

Task for customer stand project (sample)

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Name of the exhibition	MIMS 2005
Space location	hall 1, pavilion 2
Dates of the exhibition	24-28.08.05
Set up dates	19-23.08.05
Dismantling dates	29-30.08.05
Hall floor plan with the space marked on it (attached)	
Space size (sqm)	45 (9x5) sqm
Space type	corner
Number of floors	1 floor
Products and services description	spare parts for VW, Audi, OPEL, wholesales
The goal of participation	<ul style="list-style-type: none"> - - to promote the new corporate brand JP Group in the Russian market - - to introduce new products to the Russian market - - to find new customers - - to conduct negotiations with loyal customers
Style desired	To keep the co's style (to keep the co's colors etc)
Co's color	Red, black colors (as on the pictures taken at The Frankfurt exhibition)
Logo (attached)	
The additional lettering on the stand (slogan, the list of products and services etc.)	Denmark
Display-letters, elements of the logo	Display letters are welcome. It would be interesting to experiment with complex lighting. To make the logo like a revolving light-box at a high level for a better view
Plotting boards, posters etc, materials placed on the stand (their sizes and comments regarding their placement)	To place 3-4 posters with co's design (posters and products are planned to be shipped from Denmark), counters with advertising materials, show shelves with co's products.
Number of stand attendants	4 managers 1 waiter
Desirable flooring	Carpet on the open and closed zones. Combination of glass, steel and lighting on the visitors' zone and the bar zone

The availability of open meeting-zones (desirable size (sqm) and number of stand attendants)	1 open meeting-zone – 2-3 tables for 4 persons per each table
The number and size (sqm) of close meeting-rooms	1 close meeting-room – 1 round table for 4-6 persons, the size is 11 sqm approx.
The necessary furniture for the meeting-rooms	
The number and size (sqm) of the service room and the kitchen (standards for them, furniture and equipment)	The service room (shelves, 2 chairs), the size 3,75 (1,5x2,5) sqm approx. The kitchen (coffee machine, water machine with hot and cold water, fridge, shelves) the size is about 3,75 (1,5x2,5) sqm
Additional electricity connection	
Water supply	
The show-area size (sqm)	18,5 sqm approx
Show-area (lighting, audio and video equipment, shop windows, shelves, podiums, special furniture)	<ul style="list-style-type: none"> - Glass side window displays can be open on both sides depending on the final stand layout - 1 counter for visitors ("BAR") - 2 shelves for advertising materials - to light up spare parts on the shelves - the wires should not be in the visitors stand attendants' way
Using special advertising printing (banners etc)	Welcome
Using dynamic equipment	Rotating square tower (lit up from inside) with the co's logo
Additional requirements	<ul style="list-style-type: none"> - work up a combination of co's logo JP Group and logo VW and Audi so that the customer understands the co's main type of activity at first sight - hi-tech style, colors: red, metal, deep dark colors, possibly black - try to express the moving of spare parts, to attract the customers' attention. - Putting flowers by the bar and in the close meeting-room is welcome
Estimated budget	18 000 Euro
Date, signature	