

## CREATIVE BRIEF FORM

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

Kindly fill and send to [marife.juanir@big.ae](mailto:marife.juanir@big.ae) once finished and our dedicated account managers 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)