

Horizon Displays Program Analysis



We sincerely appreciate your time and consideration for your tradeshow program. The following information will help us accurately target your objectives and needs as we develop our options for you. Wherever possible please feel free to elaborate or add any additional information that would be relevant to our understanding of your company and its goals. We look forward to presenting you with compelling and relevant ideas!

Corporate Profile

Company name _____
Contact _____ Phone _____ Email _____
Primary products or services _____
Corporate objectives/ mission statement _____
Featured product or services _____

Who are your major competitors _____
What worked well or needs attention regarding your booth in the past? _____

Additional division or product line names _____
Tag line or descriptive statement _____

Schedule

Trade show objectives _____
Target show or shows _____ Dates _____
Locations _____ Sizes/ Configurations _____

Exhibit Components - Requirements

Reception Area

- Staffed Counter
- Lead Collection
- Literature Distribution
- Hi Speed Internet

Presentation

- Video
- Live Talent
- Seated Audience
- Standing Audience

Literature

- Controlled Access
- Open Access
- Central Point Only
- By Request

Electronics

- Server
- Monitors qty. _____
- Plasma/LCD qty. _____
- Demonstration Station

Storage

- Walk In size _____
- Under Counter
- Computers
- Personal Items

Conference

- Private Room qty. _____
- Semi Private qty. _____
- Open qty. _____
- Food/ Beverage

Staffing

- How many people will staff your booth at any given time? _____

Demonstration

- Live/ Online
- Preprogrammed
- Interactive
- Stationary Display of Items

Preferences

Corporate Colors/ PMS Numbers _____ Preferred Colors, or Colors to Avoid _____
Graphic Types Light Boxes Rigid Prints Flexible Fabric No Preference
Styles Corporate Contemporary Industrial Progressive
Preferred Shapes _____
Open or Opposed to Hanging Signage or Lighting _____
Lighting Preferences _____
Date Presentation Requested By _____

Program Interest

- Purchase
- Rental
- Other

Budget \$ _____

- Includes:** Graphics Crates Carpet Services None of the above

Again, thank you for taking the time to provide us with this information. Please fax this form to us and we'll respond to you quickly to review. We look forward to speaking with you soon.

Phone: 800.860.1115 x249
Fax: 815.758.6891