

## CREATIVE BRIEF FORM

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

Kindly fill and send to [marife.juanir@indexdesign.ae](mailto:marife.juanir@indexdesign.ae) once finished and our dedicated account manager will contact you.

Exhibition Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Company website: \_\_\_\_\_

Contact Number: \_\_\_\_\_ Budget: \_\_\_\_\_ Design Deadline: \_\_\_\_\_

### STAND CONCEPTS

Mandatory designs considerations (you can check multiple boxes)

- |                                      |                                 |                                    |                                       |
|--------------------------------------|---------------------------------|------------------------------------|---------------------------------------|
| <input type="checkbox"/> Open Plan   | <input type="checkbox"/> Formal | <input type="checkbox"/> Exclusive | <input type="checkbox"/> Conservative |
| <input type="checkbox"/> Closed Plan | <input type="checkbox"/> Casual | <input type="checkbox"/> Inviting  | <input type="checkbox"/> Flashy       |

### STAND AREA

Dimension:  x  meters

### PLATFORM

- With  
 Without

### Covering:

- Carpet  
 Melamine  
 Wood (parquet)

### SIDES OPEN

- 4 (Island)  
 3  
 2  
 1

### TOP BRANDING

- 3D Cutout logo (LIT)  
 3D Cutout logo (NO LIT)  
 Lightbox  
 Cutout vinyl sticker  
 Rotating (Mechanical)

### CEILING

- Banner  
 Truss System  
 Not required

### MEETING AREA

Quantity: \_\_\_\_\_

- Closed  
 Semi-closed  
 VIP  
 Open  
 Waiting area

### RECEPTION AREA

Quantity: \_\_\_\_\_

- Required  
 Not Required

### STORAGE AREA

- Small  
 Big  
 Not Required

**DEMO STATIONS**

- Required  
 Not Required

Quantity: \_\_\_\_\_

**PANTRY/BAR AREA**

- Small  
 Big  
 Not Required

**PRODUCT DISPLAY**

- Shelves  
 Showcase  
 Display Table  
 Not Required

Quantity: \_\_\_\_\_

Kind of products: \_\_\_\_\_

**ADDITIONAL FEATURES**

- Drainage  
 Water supply  
 Air supply  
 Special power supply

**MORE INFORMATION (if any)**

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It would be great if you can email us ([marife.juanir@indexdesign.ae](mailto:marife.juanir@indexdesign.ae)) the following:

- **Company Logo**  
(high resolution, pdf or eps format)
- **Floor plan**
- **Preferred design (Previous year stand)**