|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **TECHNICAL TASK FOR DESIGN** | | | | | | | |
| Event name |  | | | | | | |
| City of the event and date | Date | | | Place | | Pavilion, stand number | |
|  | | |  | |  | |
| Exhibitor information | Web site | | | Company description | | | |
|  | | |  | | | |
| Marketing goals, main idea of the booth |  | | | | | | |
| Stand area (sq. M.) | Stand space | Type (Island, peninsula, angle, open from one side) | | | | Number of storyes | |
|  |  | | | |  | |
| The target audience |  | | | | | | |
| Stand concept, wishes for style | **Constructivism:** straight lines, maximum functionality and minimal decoration | | | | | | |
| **Art decor:** the combination of smooth curves with straight lines and zigzags, simplicity with luxury | | | | | | |
| **Pop art:** bright colors, contrasts, neon light and gloss; use of existing facilities and materials in a completely new role | | | | | | |
| **Minimalism**: maximum amount of free space, tables-transformers, a small number of decorative elements, glass using, sharp corners and straight lines | | | | | | |
| **Neoclassicism:** calm style, harmony and pastel shades, simmetry and simplicity. | | | | | | |
| **High Tech:** ultra-modern and high-tech | | | | | | |
| **Eco-style**: Predominance of natural materials, light colors | | | | | | |
| **Futurism:** streamlined forms, no ruptures, smooth flow frought the design and the absence of sharp corners | | | | | | |
| **Vanguard:** contract palette, unusual shapes | | | | | | |
| **Biomorphism:** naturalness of lines, the proximity to nature, | | | | | | |
| **Other** | | | | | | |
| Emotions | Open for all, closed, light colored, dark, safety, friendly, comfortably, bright et.c. | | | | | | |
| Flooring | Podium, carpet, laminate, chipboard, glass | | | | | | |
| Utility room |  | | | | | | |
| Open mitting area | Quantity | | Number of seats | | Technical equipment | | |
|  | |  | |  | | |
| Closed mitting rooms | Number of rooms | | area | | Technical equipment | | |
|  | |  | |  | | |
| Reception | Quantity | | | | Number of booklet holders | | |
|  | | | |  | | |
| Demonstration area | Number of showcase | | Technical equipment | | Exhibited products, sizes | | |
|  | |  | |  | | |
| Brand book | logo | | Brand colors | | Comments | | |
|  | |  | |  | | |
| Slogans |  | | | | | | |
| Images |  | | | | | | |
| Technical equipment | description | Wishes on sizes | | | | | Quantity |
|  |  | | | | |  |
| Furniture | Open area | Utility room | | | | | Closed mitting room |
|  |  | | | | |  |
| Additional comments |  | | | | | | |
| Additional services | Comments | | | | | | |
| Catering |  | | | | | | |
| Floristic design |  | | | | | | |
| Logistic |  | | | | | | |
| Promo staff |  | | | | | | |
| Order electricity/ internet/ water |  | | | | | | |
| Budget |  | | | | | | |
| Number of participants in the tender |  | | | | | | |
| Date of submission of the design project and quotation |  | | | | | | |