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| **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  |  |