

PROJECT BRIEF QUESTIONNAIRE

We appreciate your consideration of Serotonin Technologies for your upcoming event. To enable us to provide a comprehensive and precise proposal with competitive pricing, we kindly request the following information:

CLIENT DETAILS

Company Name
Country
Industry
Contact Person
Mobile No.
Email Address

EVENT DETAILS

Event Name
Event Date
Event Duration
Indoor or Outdoor
Build-up Days
Floor Plan

STAND DETAILS

Hall & Stand No.
Stand Dimension
Levels
Number of Open Sides
Stand Orientation
Maximum Height Restrictions
Hanging Structure

STAND DETAILS

Rigging Points
Any Venue Restrictions
Branding Guidelines
Reuse Existing Stand

ACTIVATIONS

How many activations are planned for the event?

Please provide the specific activations you plan to implement in your project.

Please provide the specific **content** to be applied in the activation.

DESIGN REQUIREMENTS

Design Intent/Concept Design

Required

Submitted

Concept/Vibe Page Only
Furniture Page Only
3D Sketch
3D Rendered Visuals

Developed/Schematic Design

Required

Submitted

Concept Vibe Amends
Furniture Page Amends
3D Sketch
3D Rendered Visual Amends
Full tender presentation Amends

DESIGN REQUIREMENTS

Technical Design	Required	Submitted
Plans		
Elevations		
Structural Calculation		
Detailed Drawings		
Graphics Package		

STAND ZONING & SPACE MANAGEMENT

Item	Yes	No	Qty
Mezzanine			
Reception			
Meeting Rooms			
Majlis			
Lounge			
Product Display			
Open seating area			
Service Pantry			
Media- Interview Room			
Offices			
Dining			
Food Presentation/Buffet			
Storage			
Bar			

ACTIVATIONS

SPACE MANAGEMENT *(Please add all questions, and client answers.)*

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OTHER DESIGN REQUIREMENTS *(Please specify.)*

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BRANDING REQUIREMENTS

Branding Guidelines

Logo

Please note the level at each corner of the structure.

Company Profile

Please note down the company overview.

Stand Objectives Percentage

Please share the pdf file.

LOOK & FEEL

Color Palette

Please specify the desired look and feel, color palette, and corporate identity that should be considered.

Style

PROPOSAL AND BUDGET

Proposal Deadline

Technical Proposal

Commercial

Budget Allocation

Stand Fabrication

Technologies

OTHER STAND REQUIREMENTS

Item	Yes	No	Details
Giveaways			
Catering <i>Please specify for how many persons.</i>			
Professional coffee machine with barista			
Arabic coffee and dates			
Branded chocolates			
Host/Hostesses <i>Please specify the quantity and preferred nationality.</i>			

NOTES

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SUBMITTED BY

Name		Designation	
Date		Signature	

REVIEWED BY ACCOUNT MANAGER

Name			
Date		Signature	