



**Custom Display
Criteria Questionnaire Form**

Please provide as much information as possible to the questions below and/or add any additional information you feel will help create a better display search for your exhibiting needs. Please fax completed form to 207-470-1800 or e-mail to rob@ecimarketing.com

1. Prioritize the following objectives for the use of your display with 1 being the most important and 5 being the least.

- Lead Generation
- Brand Awareness
- Product Education and/or Announcement
- Marketing / Public & Analyst Relations
- Shadow the Competition

2. Provide a 50 word company description and any URL links that will help us better understand your products and services.

3. How many demonstration and/or product areas would you like?

- Prefer
- Must Have

4. Provide a brief description of what will be demonstrated in each area. (Use separate sheet if necessary)

5. Will any areas need to be networked together for any reason?

- Yes
- No

6. How is your exhibit typically staffed (indicate by percentage)?

- Sales
- Engineers
- VARS
- Product Marketing
- Corporate Marketing
- Senior Management
- Field Technicians
- Partners
- Other _____

7. Do you require a conference room incorporated into the design of your display?

- Yes (Please provide capacity and any special requirements below)
- No

8. Do you require any presentation areas in your display?

- Yes (Please describe requirements below or type "open for discussion")
- No

9. Prioritize the following design elements with 1 being the most important and 4 the least.

- Functionality
- Traffic Flow
- Modularity
- Uniqueness

10. Do the colors of the display components have to match your corporate colors?

- Yes (Please provide PMS colors and/or color pallet)
- No

11. Do you have printed guidelines and/or corporate policy for logo usage?

- Yes
- No

12. Do you require any storage space for promotional or collateral materials?

- Yes
- No
- Would be nice but not that important