



CUSTOMER FOCUS FORM

COMPANY INFORMATION

Client Name	Booth Configuration
Company	Budget or Last Year's Budget
Show Name	Booth Number
Show Location	Any Known Restrictions?
Show Date	
Booth Size	Rental/Purchase

PAST SHOWS

Can you share images of your past booth? What were your likes and dislikes? What led you to change vendors?

OBJECTIVE & KEY MESSAGES

What is your company's main objective and key messages for this show? Are you showcasing any products?

DESIGN

What overall style/feel do you prefer for your booth? Will you be conducting demonstration, sampling etc.? What is your need for storage?

Will you need a seating area? Casual Private Semi-Private

NOTE TO SELLER: Barriers/Promos – Make sure to ask client if they have any needs in acrylic barriers, promotional items, or custom millwork when necessary