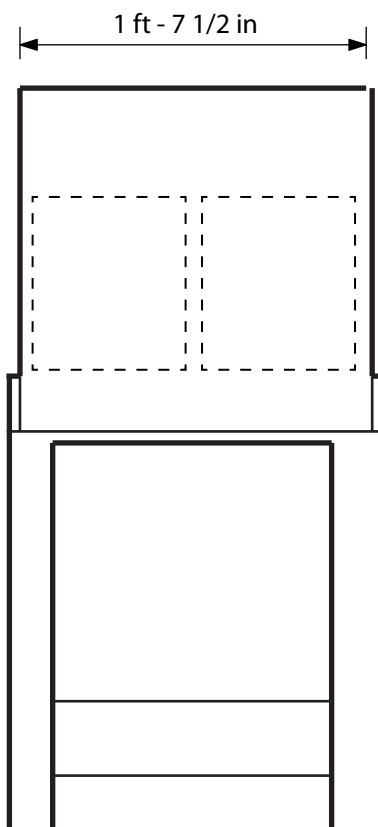
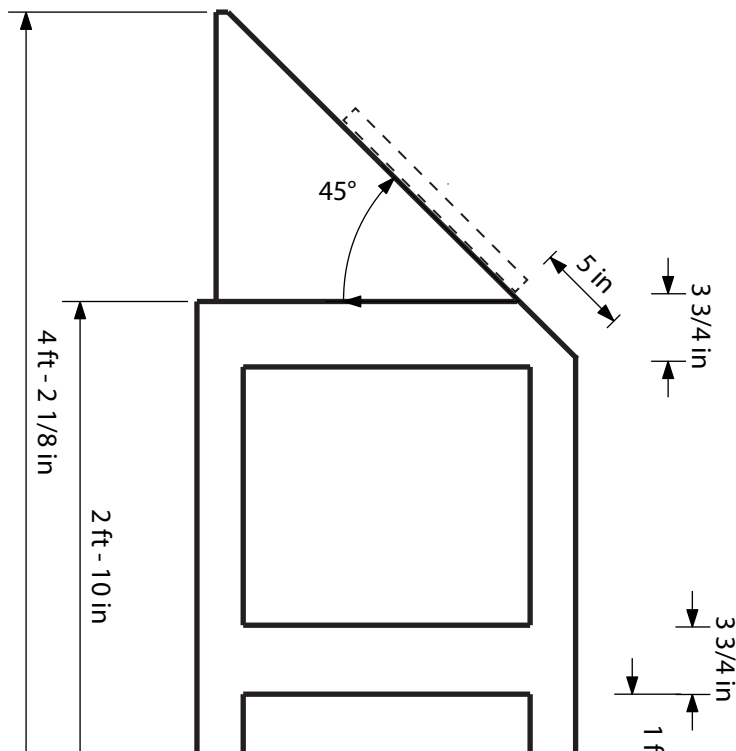
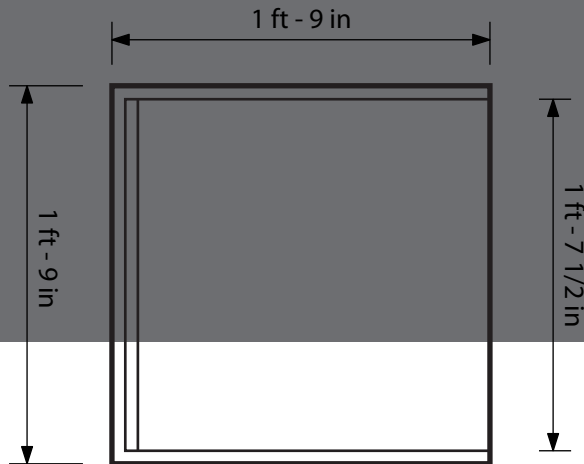




A Manager's Guide to a Great Exhibit Project Start

# Exhibit Planning Checklists & Design Checklist



## A Manager's Guide to a Great Project Start

### Exhibit Planning Checklists & Design Checklist

The planning, design and fabrication of an exhibit, for trade show use or for a permanent installation, is a time consuming and detailed process. A multi-disciplinary team of specialists is assembled to address strategy, research, writing, design, digital media development, exhibit fabrication, shipping and installation. Advanced preparation before your first meeting with these specialists is critical. With the right information and materials ready to share with your exhibit consultants, the project will advance quickly and in the right direction.

The purpose of this guide is to provide you with checklists of information and materials you should have available when you meet for the first time with your exhibit planning and design team. The checklists are not all inclusive. Every exhibit project has unique requirements. Some checklist items may not be needed and additional items may be required. Any additional materials needed will most likely be requested during your first planning meetings.

Managing an exhibit project may be a once in a lifetime experience for you. Being prepared at the very beginning of the planning process will alleviate any anxiety you may have and send a message to your exhibit consultants that you're prepared and ready to fully participate in the process forward. If you have any comments or questions concerning the information in this document please don't hesitate to contact Ferretti Designs. We welcome your comments and will be happy to assist you in any way that we can.

## 1. Administration Checklist

- Define your internal project team plus roles and responsibilities
- Select your project manager and define expectations
- Define internal stakeholders - who will be involved in work reviews and approvals
- Define your review and approval process (rounds of reviews, time frames needed for reviews)
- Outline your schedule, critical milestones and deadline expectations
- Confirm your total project budget and preliminary breakdown of costs for each portion of the overall project

## 2. Exhibit Content / Messaging Development Checklist

- Define your audience(s)
- Define your goals & objectives
- Define your visitor take away (what do you want visitors to remember or do)
- Identify and compile all research materials readily available – products, services lists, photos, graphics, artifacts, oral histories, company promotional & collateral materials
- Define what research you expect to provide and what research your outside consultants will be expected to provide
- List benchmark examples (other exhibit projects of a similar type as yours that you like and don't like, including your competition's)

### 3. Exhibit Design Checklist

- Define your goals & objectives
- Define space requirements – floor plans, trade show design requirements
- List any special physical and environmental considerations
- List benchmark examples (other exhibit projects of a similar type as yours that you like and don't like, including your competition's)
- Define your envisioned media use
- Obtain copies of your company Brand & Graphic Standards
- List any on-going maintenance considerations
- Define any special shipping and handling requirements that might impact design