



Brief for a modular & reusable booth

+ related logistics

Trade shows in the US



Brief - Our Needs & Desires

Context

We are looking for a partner capable of developing a **modular stand from 10*10 to 10*20, storing, transporting and installing/dismantling the stand on each show**. The stand must be **sturdy, modular in terms of surface and brand/theme** depending on the show and the targeted audience.

Objectives

- To have a **turnkey stand when the sales representatives arrive at the show** to save time and not have elements damaged by transport/storage.
- To have a **professional, qualitative & clean Brand image** but especially **constant in time for a duration of approximately 3 years**.

Desired booth format:

- modular stand size from 10*10 to 10*20**
- modular in terms of surface and brand/theme**
- with **“hard”/Real walls**
- A **maximum of hidden storage** (for boxes/sample and our stuff during the show..)
- stored** and then **assembled** and **disassembled** by professionals

Design conception : 3 separate Brands (Brioche Gourmet / Brioche Gourmet Plant-Based / La Fournee Doree)

The idea is to have one brand per element in order to be able to highlight 1 brand on one show, 2 brands on another show or all 3 together.

Planned Trade shows for 2023: IDDBA (June) / Plant-Based World Expo (September) / PLMA Chicago (November)



Examples of relevant booths





Examples of relevant booths





Retroplanning

RETROPLANNING MODULAR & REUSABLE BOOTH FOR TRADE SHOWS

USA

Tasks	JANUARY				FEBRUARY				MARCH				APRIL				MAY				JUNE				
	S01	S02	S03	S04	S05	S06	S07	S08	S10	S11	S12	S13	S14	S15	S16	S17	S18	S19	S20	S21	S22	S23	S24	S25	S26
Brief preparation																									
Sending the brief for tender																									
Choice of provider (discussions)																									
Design development																									
Final validation of the design																									
Booth - printing/Preparation																					June 4-6th IDDBA				

Thank you !

