Request for Proposal

4/7/2026

Company and Show Info

Name of company exhibiting

ACME Flavored Sodas

Show attending, full name

Summer Fancy Food Show

Address

New York City, New York 10001

Convention center/venue show is taking place in

Javits Center

Start Opening date 06/28/2026 Show Closing date 06/30/2026

Website of show

https://www.specialtyfood.com/fancy-food-shows/summer/

General Contractor of show

I´m not sure

Do you have a confirmed exhibit space at this show yet?

Yes

What is your booth number?

12345

Is this your first year attending this show?

No

General Exhibit Info

Size of exhibit

10´ by 20´

Format of exhibit

In-line (neighbors on three sides)

Are you looking for a custom exhibit, a rental exhibit, a portable exhibit, or a hybrid custom/rental?

Custom exhibit

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Exhibit Functionality and Requirements

Do you require any private meeting rooms?

No

Other than any tables in private meeting rooms, do you require any standard height meeting tables in the open area of your exhibit?

Yes

How many tables do you require?

1

How many seats should each table accommodate?

4

Do you need pencil drawers in your tables?

No

Do you need power at your tables?

Yes

Do you require any bar-height tables in the open areas of your exhibit?

No

Do you require any dedicated storage areas for product, personal items, giveaways, etc.?

Yes

Do you require a large amount of storage, such as a walk-in closet?

No

Do you require credenzas/cabinets for storage?

Yes

If yes, please indicate the quantity and approximate size(s)

1

Do you require a reception desk or podium?

Yes

How many do you require?

1

How many people will be stationed at each?

1

Will they be seated or standing?

Standing

Do you require any displays areas for product?

Yes

Please describe in detail what your product is.

We sell expensive flavored sodas. We have about 10 different flavors.

Please describe in detail how you typically display your product. For example, do you use slatwall, standards, showcases, pedestals, monitors, etc.?

We need a large refrigerator with a clear door on the back wall to hold our product. People should be able to see all the different cans we offer.

About how much product do you need to display in your exhibit?

About 200 pieces, 20 of each flavor.

Does your product require any security provisions? If so, please explain how you have typically handled this in the past.

No

What type of flooring would you like?

Hardwood

Audio Visual and Overhead Banner/Lighting Requirements

Do you require any monitors?

Yes

Do you have a specific number of monitors you require?

1

Where specifically in your exhibit will you require monitors? For example - in meeting rooms, waiting areas, behind reception, on aisle walls, etc.

On the center of the back wall

What is the purpose of the monitors? Are you using them to support a presentation? To run a video or without sound? Or something else? If your exhibit requires multiple monitors each with different needs, please indicate which are required and where, as specifically as possible.

To run a loop showing off our product.

For monitors that are running content, please indicate how you wish to run this content. For example - USB sticks, laptop connection, DVD/BlueRay, etc. If different monitors will require different content types, please indiciate.

USB

Do you have specific sizes of monitors that you require, or would you like the Producer to suggest sizes based on your requirements?

65"

Do your monitors need to be a specific brand, or is there a brand they cannot be?

No

Do your monitors need to be a specific resolution (HD, 4K, 8K etc.)?

No

Do you wish to purchase or rent the monitors and content drivers?

Rent

Do you require any large format video walls? If so, please indicate size(s), location(s) and any other pertinent info.

No

Do you require any computers or laptops?

No

Do you require any presentation provisions such as microphones, speakers, mixers, talent, etc.? If so, please provide as much detail as possible on your requirements.

No

Would you like an overhead banner?

No

Design Style Considerations

Please select from the following list some words that you feel relate to the overall design aesthetic you'd like to achieve with your exhibit design:

Traditional, Retro, Organic, Earthy

Is there a hotel you may have been to whose design style you loved, and would like to emulate?

No

Is there an existing brand you love whose aesthetic your Producer can look to for inspiration?

No

Do you have an existing design style, such as your corporate office, that you would like to emulate?

No

Do you have an existing style guide, website, or other marketing material for your brand that you would like your Producer to take inspiration from?

Yes

Are there any exhibits you have seen online, at shows, or on Producer's portfolios that you would like to emulate?

No

Do you have brand guidelines or other marketing material that you can provide?

Yes

Do you have any additional info regarding your overall aesthetic that you'd like to communicate in this RFP?

No

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Budget

Physical Exhibit Components Budget

Do you wish to enter budgets for specific exhibit elements?

No

Overall Budget

$40,000.00

Event Services Elements Budget

Do you wish to enter budgets for specific event service elements?

No

Overall Budget

$15,000.00

Budget Overview

Physical exhibit elements $40,000.00

Event service elements $15,000.00