

Your exhibition artwork design brief

Use the same brief for each quote. Tick each point only when it is agreed in writing. This is a practical checklist, not a risk or savings calculator.

☐ Display and template

Product/range, exact dimensions, printed sides and panel count. Attach the printer's current artwork template.

☐ Assets supplied

Final wording, logos, photographs and brand guidelines. State who supplies missing images or copy and confirms usage rights.

☐ Work included

Text layout, logo placement, image manipulation or original design. Separate creative work from file checking and proofing.

☐ Deliverables

Print-ready output to the printer's specification, plus editable source files if needed. Agree file format and colour/bleed requirements.

☐ Review and revisions

Named approver, proof stages, revision rounds included and what counts as a new brief. Agree the charge for extra work.

☐ Fee and conditions

Currency, VAT, fixed/from/estimate/hourly basis, qualifying display purchase, platform fees and any additional taxes.

☐ Timing and acceptance

Asset handover, first proof, final approval and print deadline. Get written confirmation of scope and final quote before ordering.

Project / supplier: _____

Approver / date: _____

Companion to: Why Exhibition Artwork Prices Are Harder to Compare Than They Look