



Circular Exhibition Design Checklist

How to brief your stand partner for reuse, flexibility, and long-term value.

1. EVENTS & PLANNING

Share your full events calendar and key logistics:

- Share your full events calendar (next 6–18 months)
- Include different event types (exhibitions, internal events, roadshows, office use)
- Flag key locations, stand sizes, and formats (for logistics purposes)
- Identify priority or “anchor” shows

2. BRAND & EXPERIENCE

Define consistency and flexibility across your brand:

- Define what must stay consistent (core structure, look & feel)
- Identify what can change (graphics, messaging, activations, layouts)
- Clarify key objectives for each event type
- Consider how the experience can translate across environments

3. REUSE & ADAPTABILITY

Plan for longevity and flexible deployment:

- Ask how the design scales across different stand sizes
- Confirm which elements are reusable (and how often)
- Identify what can be updated without rebuilding
- Explore ways of making the stand look bespoke in different environments



4. DESIGN APPROACH

Brief effectively for your priority event and event series:

- Brief for your priority event and your event series
- Explain your requirements and budgets for iteration across multiple shows
- Prioritise outcomes and required functionality to enable creatives to work effectively
- Ask for modular or flexible frameworks to be considered in parts of the hybrid design

5. LOGISTICS & LIFECYCLE

Plan for storage, transport, and end-of-life:

- Discuss storage options for between events
- Consider transport efficiency (especially for international shows)
- Plan for refurbishment or refresh cycles if required
- Ask about end-of-life or recycling pathways

6. BUDGET & VALUE

Align your investment with long-term use:

- Align the budget with long-term use (not single-show cost)
- Consider cost savings across multiple deployments
- Prioritise durable, reusable materials
- Evaluate the total cost vs total value over time

7. BEYOND THE EXHIBITION

Maximise asset value year-round:

- Identify opportunities for internal event use
- Consider office or showroom integration
- Explore use for content creation (filming, campaigns, podcast studio)
- Look at how assets can extend brand presence year-round

Ready to build smarter, more sustainable exhibition stands?

Talk to our team about circular design, reusable systems, and long-term value at [teamtecna.com](https://www.teamtecna.com)