

# Marketing Tool Box!

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The 2012 Hotrod & Restoration Trade Show is proud to announce the **Marketing TOOL BOX!**

## **PROMOTE YOUR BOOTH IT'S FREE!**

As a marketing partner of the Hotrod & Restoration Trade Show we have compiled a Tool Box of FREE Marketing materials to make sure your exhibit is a success. Take advantage of this opportunity to inform your customers that you will be exhibiting at The Indy Show!

### **Included in the Tool Box, Here's what you will find:**

#### ➤ **Friends Program:**

Increase Your Brand Exposure, Up Your Search Engine Ranking and WIN! It's really simple, just add one of our easy-to-use banners to your website, and not only will we reciprocate by posting your logo and link to our friends page, but the website with the most click-through to our site will win a 10x10 booth at the 2012 HRR Show. How do you sign up?

- ◆ Visit our banner page, chose a banner, and follow the instructions
- ◆ Email your company logo and link to [jane.sweeney@bobit.com](mailto:jane.sweeney@bobit.com)
- ◆ It's that Easy!

#### ➤ **Trade Show Flyers:**

Take advantage of this opportunity to inform your customers that you will be exhibiting in Indianapolis. The Trade Show flyer can be folded & inserted in any size package or envelope. We suggest you use them as parcel stuffers, include with invoices, and/or write a letter of personal introduction inviting your customers to come to the show. Use the order form included in this service kit to have the flyers sent to you.

#### ➤ **Personalized Registration Form:**

Personally invite your customers and prospects to the 12<sup>th</sup> annual Hotrod & Restoration Trade Show in INDY. We will be happy to send you a **personalized registration form** with your **company name** and **booth number**. Invite them to register and join you, even set up appointments at your booth. It's up to you. Contact [jane.sweeney@bobit.com](mailto:jane.sweeney@bobit.com) or 800-576-8788 and we will be happy to send you the form with your companies information.

#### ➤ **Follow us on Twitter:**

The Hotrod & Restoration Trade Show is on Twitter! Stay-up-to-date with breaking news, show updates, interviews, exhibitor updates and much more! Tweets also include exciting updates from the all new Hotrod & Restoration magazine web site as well as hosting some fun contest through twitter. Get real time information and status updates. Follow us and we will gladly follow you back!

#### ➤ **Word of Mouth:**

The fastest and most cost effective way to spread the word is by talking to your friends, colleagues and customers. We're already telling everybody we know where to find you, and we suggest you do the same!

If you don't find what you need here or have any questions please call (310) 533-2538.

# Passport Program!

## What is the Passport Program?

The Hotrod & Restoration Trade show has set up an onsite marketing tool that gives the attendees incentive to visit your booth and listen to your presentation. They are rewarded with a sticker to add to their passport for a chance to win. Take advantage of this opportunity to reach out to the qualified buyers and inform them of your services.

## Here is how it works:

### Step 1

Thursday afternoon a packet of information and passport stickers will be delivered to your booth by the Hotrod & Restoration Trade Show staff.

### Step 2

All attendees will be given a Passport booklet at the registration counter

### Step 3

Each time an attendee goes to your booth and listens to your company presentation, please reward them with a sticker enclosed in the envelope. If you run out of stickers you can mark your initial.

### Step 4

Don't forget to tell the attendees to drop off the completed Passport to the Hotrod & Restoration magazine booth on the show floor on Saturday by 1:30pm in order to claim their prize! Winners will be announced at 2:00pm

**This complimentary program gives you an opportunity to generate leads, increase sales and pitch your new product to qualified buyers.**

