

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.

