



TRADESHOWS-ON-WHEELS

TRADESHOW MARKETING APPROACH

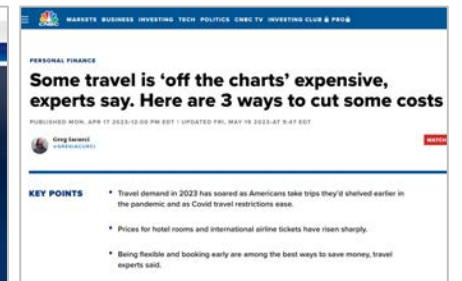
EXECUTIVE SUMMARY

- This presentation describes what the tradeshow-on-wheels (TOW) concept is and what the groundbreaking approach can do for your tradeshow marketing strategy
- The TOW approach can be used to complement your existing tradeshow schedule or as an alternative to visiting industry tradeshows altogether
- The presentation highlights the many, competitive advantages the TOW approach offers brands as well as a roadmap for its implementation



CURRENT SITUATION

- Tradeshows have historically been an essential platform for marketers to showcase their products to targeted audiences
- However, high inflation and a recessionary economy have forced traditional tradeshows to become costly and less efficient
- With increased travel, costs, both exhibitors and prospects alike are sending less staff to attend key tradeshows resulting in missed opportunities and disappointing ROI



WHAT IS A TRADESHOW-ON-WHEELS?

- Tradeshow-on-wheels (TOW) is exactly what it sounds like. A tradeshow display built on a mobile platform that enables the display to be transported to prospect locations anywhere in the U.S. when and where you want it
- TOW is a cost-effective and innovative approach that can yield numerous benefits for your brand. The TOW approach will identify your marketing team as “disruptive” decision makers establishing new standards in tradeshow marketing



TOW BENEFITS

INCREASED SHARE-OF-MIND

- At traditional tradeshows, brands often encounter a diverse audience with varying levels of interest in their products
- At these same shows, brand competitors can be found throughout, even across the aisle from your display
- With inflation and current economic uncertainty, some companies are cutting back on the number of attendees they send to tradeshows
- The TOW approach ensures your brand engages more qualified prospects for longer periods of time, resulting in more meaningful interactions and much higher chances of conversion



TOW BENEFITS

UNPARALLELED PROSPECT CONVENIENCE

- By bringing your tradeshow display to your prospect's doorstep, you eliminate the need for them to travel to a tradeshow to see your demonstration, saving prospects both time and money
- By coordinating each of your HQ stops with prospect management, you ensure you'll be presenting to key decision makers
- By adding lunch, fun competitions and prizes, you'll pull greater attendance from prospect employees, many with influence on decision makers
- Unlike traditional tradeshow displays, TOW allows you to customize your content and demonstrations to the needs of each prospect you visit



TOW BENEFITS

COST EFFICIENT SOLUTION

- Skyrocketing inflation has pushed the costs associated with tradeshow to all-time highs
- By redirecting what you spend on tradeshow, including booth space rental, I&D, freight, drayage and show services, you could fund a national tour utilizing TOW
- The TOW approach empowers you to allocate your resources more strategically while maximizing the efficiency and ROI for your tradeshow marketing spend

TOW vs Tradeshow Cost Comparison

Line-Item Costs	Tradeshow On Wheels	Traditional Tradeshow
Exhibit Design	X	X
Display Fabrication	X	X
Agency Management	X	X
Booth Space Rental		X
Exhibit Freight		X
Drayage		X
I&D (Union/Non-Union)		X
Show Services (Carpet, Electric, Lights, etc.)		X
Salesforce Travel		X

TOW BENEFITS

SALESFORCE ENTHUSIASM

- One of the most underestimated benefits of the TOW approach is how much participating salesforce have embraced it so enthusiastically
- Unlike most tradeshows, which can only accommodate a limited number of salespeople on the show floor, TOW enables far more salespeople to utilize your mobile tradeshow display
- Your salesforce will clamor for the opportunity to leverage your groundbreaking, mobile display to schedule presentations with their best prospects. They'll show their thanks with extraordinary results



TOW BENEFITS

COMPETITIVE ADVANTAGE

- By adopting this cutting-edge approach, you can position your brand as innovative, forward-thinking and customer-centric
- Delivering product demonstrations to the front doors at prospect headquarters will showcase your commitment to meeting their specific needs and lead to greater ROI
- The TOW approach will help you stand out in the marketplace, engage more prospects, strengthen your relationships with customers and the salesforce, and provide you with a competitive advantage over competitors who rely solely on tradeshow

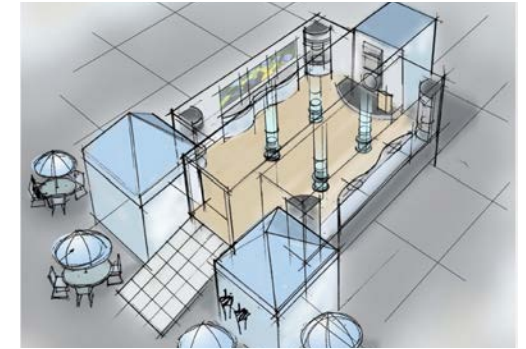


IMPLEMENTATION ROADMAP

KEY STEPS

EventNext has the experience, creativity and logistical prowess to see your brand through the TOW approach, from beginning to end. To ensure your success, we recommend the following:

- 1. Procure Your Mobile Asset** – EventNext will assist you in leasing/purchasing an asset suitable for housing and transporting your mobile tradeshow display.
- 2. Design/Creative/Branding** – EventNext will work with your team and/or agency to fabricate and customize the asset's interior and exterior to align with your branding and tradeshow demonstration guidelines. We will work with you to determine which interactive displays, demonstrations and multimedia elements are best included to showcase your products effectively.



IMPLEMENTATION ROADMAP

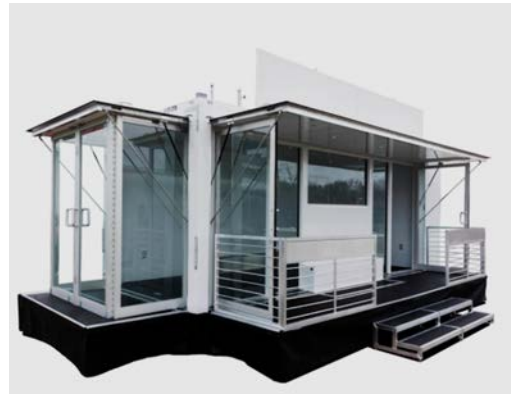
- 3. Salesforce Intro and Training** – EventNext can assist you in presenting this concept to your salesforce at a national or regional sales meeting or even online. We can present best practices on securing visits from prospects and how to maximize sales results from those stops.
- 4. Prospecting and Scheduling** – To ensure TOW works most effectively for your brand, we would work with you to develop a route based on available budget, geographic weather patterns and prospect hand-raisers for your tradeshow on wheels.
- 5. On-The-Road Logistics** – EventNext would supply an experienced CDL-A driver and an additional tour staff member (if needed) to move your mobile display around the country, open the display, position display elements, turn demonstrations on, set up engagement activities, receive/store giveaways, daily reporting and more.



ASSET CONSIDERATIONS



Single Expandable



MDU



Open DBX



DBX



RV Conversion

ASSET CONSIDERATIONS



ModuPod



ModuPod Interior



Stage



Stage



53' Straight Trailer


ASSET CONSIDERATIONS

ULTIMATE XL



Introducing...

ULTIMATE XL
THE ULTIMATE TOW ASSET

Available exclusively from  eventnext

ASSET CONSIDERATIONS

ULTIMATE XL



EXTERIOR



INTERIOR



ASSET CONSIDERATIONS

ULTIMATE XL

EXTERIOR

- Fully-enclosed space with elegant, rigid walls
- Exterior panels are customizable
- Overall Exterior Footprint: 42' 7" x 33' 5"

INTERIOR

- Permanent structure characteristics
- Customization available via interior walls, floor covering, video walls and more
- Strong, versatile ceiling capable of suspending equipment up to 15,000 lbs
- Clear Span Interior Room: 32' x 32' up to 16' high ceiling



ASSET CONSIDERATIONS

ULTIMATE XL

Easily Transportable – On any container trailer, anywhere you want, fast.

Easily Levelled – Equipped with a hydraulics, outriggers and adjustable legs to unload and position the POP-UP XL on any surface.

Rapidly Deployed – Pre-assembled structural panels unfold and expand the POP-UP XL from road mode to full building configuration, 10 times its original volume. Install requires 4 laborers/6 hours. Installs in as few as 12 hours.

Environmentally Responsible

- No machinery needed for the installation
- No site preparation
- No foundation or excavation needed
- No site restoration costs



WHY EVENTNEXT?

- Rich heritage and experience in creating memorable B2C and B2B experiential campaigns while delivering exceptional results for companies ranging from startups to Fortune 100 brands
- Producer of award-winning tradeshow on wheels campaigns for HP, Brooks Running, Dell, Nokia, Redken and more
- Leading provider of event marketing technologies and emerging assets to create memorable experiences for consumers and measurable results for clients
- One of the industry's most innovative and creative management teams producing consumer experiences that ensure brands are remembered
- Committed to results: Management team won multiple EX Awards given to industry's best event marketing campaigns

THANK YOU

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