



**E-Z UP® INSTANT SHELTER®**  
#1 Best Selling Instant Shelter® in the world!™

# WHAT IS OFF-SITE EVENT MARKETING

## AND HOW IMPORTANT IS IT?



### 1 Off-Site Event Marketing

As the name implies, off-site event marketing requires physical attendance by representatives of the company and allow one-on-one interaction with customers and prospects. They're great for face-to-face relationship building, which is in short supply these days given the dizzying array of digital media opportunities with which we're presented. Yes, it's more work than firing off an e-mail campaign but it's often far more effective. Never underestimate the impact a personal meeting can have on a prospect or customer. In some cases, it's the most important factor in setting you apart from your competition and getting the business.

### 2 How Important Is It?

In today's buyer empowered world, marketers need to seize every opportunity to build relationships, generate goodwill and earn the trust of prospective buyers and customers. While conventional and digital media help accomplish this, there's no substitute for face-to-face contact. This is why off-site events should be a part of every sales and marketing plan. In fact, a Forrester Research report revealed that 2015 corporate marketing budgets, on average, are committing 14% to off-site event marketing, the largest estimated share of their overall spend. That's a significant number and supports the value and importance of this essential marketing component.

### 3 Common Types of Off-Site Event Marketing

#### Tradeshows

This is the most common form of off-site marketing. Most companies, whether they're start-ups or established corporations, exhibit at tradeshows. While most business people identify tradeshows as an off-site marketing event, they're often at a loss to identify anything else. This lack of knowledge underscores the tremendous opportunity this activity presents for many companies. Here are other types of off-site marketing activities that can yield significant benefits but are often overlooked.



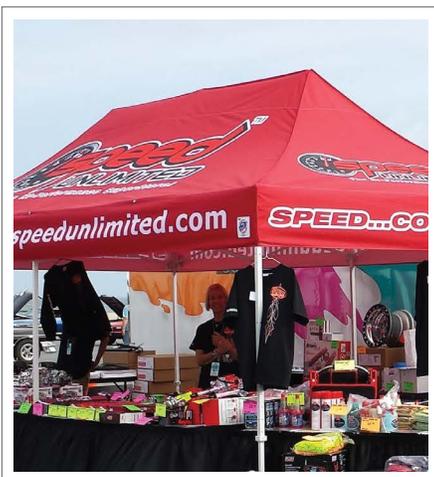
## Community Outreach



Local communities offer a tremendous number of opportunities to get your product or service in front of businesses or individuals. They usually present themselves in conjunction with some sort of community or privately sponsored event such as a charity race/run, golf tournament, fair, festival or parade. Most of these events need sponsors so it's usually easy to find a way to participate. This allows you to market your products or services by engaging people face-to-face and distributing literature. This typically involves setting up some sort of booth or shelter with a table where you can facilitate this interaction. It is great for bankers, insurance agents, financial planners, health and fitness clubs, weight loss centers and even local restaurants who want to pass out samples or make people aware of catering services.

## Outdoor Competitive Sporting Events

Every weekend, there are a variety of competitive events held for almost every type of sport. While some are for professionals only, many cater to active enthusiasts who are committed to their particular sport. This includes BMX, motocross, off-road racing, bicycling, running, skiing, surfing, softball, volleyball, golf and a whole host of other sports. Attending these events as a sponsor or vendor can pay big dividends since you get your product or service in front of a large number of people who are qualified prospects. Resulting sales can be significant and can increase brand awareness. As with Community Outreach events, participation usually requires a portable pop up canopy or temporary "storefront". These events are great for manufacturers, distributors and retailers of related sports equipment and accessories as well as food service providers.



## Remote Selling and Marketing

This is a broad "catch all" category that refers to taking your sales and marketing efforts on the road to places where you can drive sales and create brand awareness. Limited only by the imagination, many companies and individuals "create" mobile marketing events. For example, insurance agents might set up at the clubhouse of a large active retirement community and offer free blood pressure tests or heart healthy recipes or meal planners. This drives traffic and allows them to engage their target audience and distribute literature.

Fitness and weight loss centers can do the same thing in a variety of high traffic areas by offering free body mass index testing or trial memberships. This concept works for any type of product or service. The key to success is to set up in high traffic areas and offer something of interest or value so you drive traffic to your location. Once people are there, you can engage, educate and sell to them. As with all the aforementioned types of remote event marketing, you'll need an E-Z UP® portable, branded instant shelter to use as your base.

# How Can E-Z UP Help Me?

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A custom printed E-Z UP portable instant shelter is essential to creating a professional branded experience at your off-site marketing events. Many of these events are held outdoors so unless you want to sit at a table exposed to the elements all day, you're going to need an outdoor pop up canopy to create a "storefront". Even if your event is inside, you need more than just a table, chair and some literature to be effective. Sure you can do it this way but it's not the professional representation your brand and products deserve. Just like conventional storefronts, your E-Z UP® Instant Shelter® should be branded and include your company name, tag line, web site address, phone number and use your company colors. You can also create a custom printed shelter back or sidewall that acts like a billboard by communicating what you feel is the most important message to get across to visitors and passerby's. The

shelter and accessories need to be portable, affordable, easy & fast to set up and must represent you and your company in a professional manner.

So where does E-Z UP fit into this picture? Well we actually pioneered off-site event marketing over 30 years ago by creating the first portable, instant, branded shelter. This made off-site event marketing feasible and affordable and we've helped thousands of companies take their show on the road since then. As the inventor of the instant shelter and acknowledged industry leader, we can help you drive sales by providing an easy and affordable way to participate in the many opportunities available to you.

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**International E-Z UP, the #1 Instant Shelter® Brand in the World,** has now made it more affordable than ever to incorporate custom shelters into company sales and marketing programs. With over 30 years of experience in all types of industry, we can suggest many ideas to fulfill your company needs and budget. Call E-Z UP today!

**Request Information**  
Hours: Monday thru Friday  
8:00am - 4:30pm PST

