



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

THE SWISS ARMY KNIFE OF EVENT MARKETING

The Swiss Army Knife - we've all owned them, played with them or seen them.

Bristling with different blades and tools, it seems they can do everything. In fact, one of the Macmillan Dictionary's definitions of Swiss Army Knife is "a method or system that deals with situations of all types". Given that definition, we thought it fitting to call our line of portable, instant, customizable shelters the Swiss Army Knife of event marketing since they are part of a system that deals with all types of event marketing situations. Although they can't help you cut string, tighten a screw or remove a wine cork, they do something much better. They help you drive sales, create brand awareness and save money. Let's take a closer look.

Almost every company is involved in off-site event marketing where a representative is physically present at a remote location meeting face to face with prospects and customers. The most common off-site event is the tradeshow. In order to attend, it's necessary to have some sort of exhibit and the most popular and versatile is a portable one. These fall into two categories: Indoor Only and Indoor/Outdoor.

Indoor Only Exhibits

Used by many companies, these are typically 10' or 20' curved walls with customized panels affixed to a steel or plastic piece together type frame. They're portable, usually coming in two or three plastic roller cases, moderately easy to set up and take down and they present nicely. On the surface it seems that you can't go wrong with these...but wait, there's more to consider!



Indoor/Outdoor Exhibits

Unlike at indoor only exhibits, this type is used both indoors and out.

The most common is a 10' or 20' instant shelter with sidewalls and a table with cover.

Instant shelters offer a number of distinct advantages:

- They're very portable, easy to transport and affordable
- They set up in minutes and can be taken down just as fast.
- They offer a significantly larger graphics footprint. A typical 2 sidewall configuration offers twice the graphics footprint of an indoor exhibit and this doesn't take into account the shelter's four customizable peaks.
- The most important difference however, is that unlike indoor only displays, instant shelters allow you to participate in a variety of other valuable off-site, outdoor events that help drive sales and create brand awareness.

If you're scratching your head now wondering what these "other" outdoor events are, hold on, we're about to discuss them.



Outdoor Marketing Events

One of the biggest marketing opportunities that companies have is outdoor community events (often called "backyard marketing"). This includes a whole host of activities such as charity runs, golf tournaments, sporting and music events, fairs, festivals, parades and farmer's markets. These happen on a regular basis in most communities and there's always a way to get involved. You can also create your own events. Keep in mind that these opportunities extend beyond your community since you can take your show on the road. Here are some examples and ideas that apply to a variety of different products and industries:

Food Service

- Off site Catering - set up at the "turn" (between the 9th hole and 10th tee) during a golf tournament and serve a quick lunch to players as they pass through. This is a great way to generate revenue, create brand awareness and connect with customers.
- Remote Service – set up in the courtyard of a large office complex and serve lunch. You'll have to get permission but many office complexes welcome this because it's a benefit to workers especially if there are no on-premise food establishments.
- Menu Sampling – set up in high traffic areas and pass out samples of your newest menu items along with discount coupons.





Fitness and Weight Loss

- Membership is the life blood of fitness and weight loss centers. Use your shelter to conduct offsite promotions that drive memberships.
- Offer something free like a fitness class, trial membership, BMI testing, healthy meal planners, etc. to drive traffic.
- Provide food samples used in various weight loss programs.
- Participate in a community charity run and pass out branded water bottles to spectators along with literature.

Motorsports

- Set up at local and regional races to display your products or services.
- Use your shelter as a race checkpoint or first aid tent to create brand awareness/reinforcement.
- Sponsor athletes/teams by providing them a branded shelter to use at all their events.
- Conduct product “Demo Day”.
- Use a custom branded instant shelter as a consumer incentive for buying a boat, personal watercraft, quad, motorcycle or RV.



Financial Services

- Certified Financial Planners/Brokers – given the complicated and very personal nature of this service, it’s critical to meet your prospects face-to-face. Before anyone buys planning or brokerage services, they have to “buy” the planner or broker. This is a “trust” sale and best done in person. Backyard event marketing is perfect to make that initial contact and promote your personal brand.
- Insurance Agents - price oriented national advertising by property/casualty insurance companies have created a commodity mindset for many consumers. They perceive little difference between competing products and services and tend to focus on price only. This makes it difficult for agents to engage in meaningful conversation about the real differences between products and policies. As with CFPs and Brokers, talking with potential customers in your community is a great way to separate yourself from the competition, put a friendly face on your agency and educate the consumer.
- Bankers – competition for new accounts and deposits is fierce. As with other financial service providers, face-to-face meetings at a local event can be enough of a difference to get the business.



How Can E-Z UP Help Me?

As you can see, there are many of outdoor marketing opportunities available to you and the best way to take advantage of these is with an E-Z UP® Instant Shelter®. They provide more flexibility, utility and a better return on investment than indoor only solutions. The decision seems pretty clear to us - do you want the Swiss Army Knife or the pen knife with one blade?

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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

