

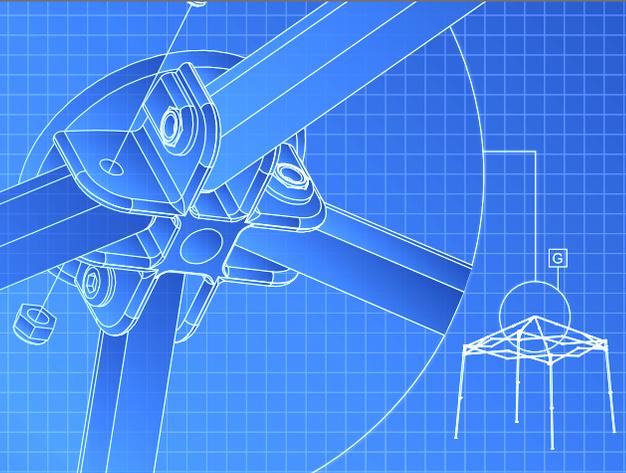


E-Z UP® INSTANT SHELTER®
#1 Best Selling Instant Shelter® in the world!™

ALL SHELTERS ARE NOT CREATED EQUAL

If you assume that all portable shelters are the same, that all are built with the same attention to detail and quality of material, then you need to read on because nothing could be farther from the truth.

In fact, there are so many differences that the success of your marketing program could hinge on the shelter choice you make.



BRANDED INSTANT SHELTERS PLAY AN IMPORTANT ROLE

Whether you use them for tradeshows, off-site community marketing and public relations, product sampling and demonstrations, membership drives, remote store fronts or all of the above, branded instant shelters play an important role in most company's sales and marketing strategy.

Since they can cost hundreds of dollars each, they represent a sizeable investment especially if you're buying multiple units and using them for regional or national product/program rollouts or consumer gifts and incentives. Because of this, there is a lot of focus on the cost of the shelter.

With today's lean marketing budgets and the need to demonstrate ROI, every dollar is scrutinized and marketing departments are under pressure to "do a lot for a little". It's only natural that they're looking to save money anywhere they can. Selecting a shelter based on price alone can have disastrous consequences. It can end up costing far more money down the road as well as calling someone's due diligence and decision making skills into question.

**...SELECTING A SHELTER BASED ON PRICE ALONE
CAN HAVE DISASTROUS CONSEQUENCES...**



DOING A LITTLE HOMEWORK GOES A LONG WAY

If every shelter was exactly the same from a materials, construction, printing, warranty and support standpoint then all decisions would be based solely on price. However, as with most things these days, there are substantial differences between products which affect use and performance in the field. If you're going to make the right decision for yourself or company, you have to do a little homework.

Here's a scenario to illustrate this point. Let's say you have a \$2,000 budget for a new refrigerator. Do you walk in the local retailer or shop online and buy the first one you see for \$2,000? Of course not – you consider factors such as capacity, color, water dispenser feature, number of



shelves, ice maker speed, etc. To get the most “bang for your buck”, you weigh all these factors before making a decision.

The same is true with branded instant shelters. You need to consider design, materials, build and printing quality, warranty, expected life, service and reputation, replacement part availability, etc.

We're always amazed at the number of people who neglect to do any research and say that they're “just looking for the cheapest shelter” they can find. Unfortunately, they usually end up finding the cheapest shelter. In most cases, it doesn't perform as expected for their company or customer.



SUBSTANTIAL DIFFERENCES

Now that's not to say that you have to buy an expensive shelter to get the performance you're looking for but it does mean that there's more to making a shelter decision than price. There are real and substantial differences between E-Z UP® shelters and our competition that you should take into account. If someone tells you otherwise, beware. Many of you have competitors that tell your prospects and customers that their product is the same as yours only less expensive but that's probably not the case. In fact, you could write a whitepaper just like this that explains the important differences between your product and theirs.

THERE ARE REAL & SUBSTANTIAL DIFFERENCES BETWEEN E-Z UP® SHELTERS AND OUR COMPETITORS...





SHELTER PERFORMANCE

Because most people don't realize that differences exist or how these differences affect the shelter performance, many of our competitors tell customers that their product is exactly like ours only less expensive. Then they recommend a lightweight, cheaply built, promotional shelter that really isn't up to the job.

...WE CAN PROVIDE A CUSTOM SHELTER SOLUTION TO MEET ALMOST ANY BUDGET WITH THE BEST QUALITY AVAILABLE AND THE BEST SUPPORT.

MEETING CUSTOMER NEEDS

Our model recommendations are based on a thorough customer needs assessment that takes into account a variety of factors such as the intended use and life expectancy of the shelter as well as price so this ends up being an "apples to oranges" comparison. This assessment typically results in a customer getting exactly the E-Z UP Instant Shelter® products they need – a package that is suited specifically for the intended job. With exactly the right products and much better product warranties, your ROI will always be better.



The E-Z UP Difference

We understand that budget is one of the most important factors driving the selection of your shelter model and manufacturer. As the inventor of the Instant Shelter and acknowledged industry leader for the past 30 years, we can provide a custom shelter solution to meet almost any budget. Rest assured that the product you receive will be the best quality available with the best customer support.

International E-Z UP, Inc.
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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

