

GUARANTEE SUCCESS WITH OUR MARQUEE EVENT PROGRAM



Perfect 10 makes Event Marketing easier than ever by planning, booking and assisting your dealerships to execute key Sales Events. The display helps your dealership to get leads and make sales at Events.

OUTDOOR EVENT HUB

4 DAY MINIMUM REQUIRED

16' X 16' Outdoor Event Display

OUTDOOR EVENT HUB

3 DAY MINIMUM REQUIRED

17' X 17' Outdoor GYBE

INDOOR MARQUEE DISPLAY

ALSO AVAILABLE IN SPANISH!

• 10' X 10' or 10' X 20' Display panels

POINT OF SALE

Increase Your Close Rates!
Always have the current offer POS
- available on retailer.directv.com.

Event Marketing is a great way to attract new customers. Whether you are a new dealer or an established one, increase your business with Event Marketing.

RESERVE A TENT FOR YOUR NEXT EVENT

CALL YOUR PERFECT 10 SALES REPRESENTATIVE TODAY!

800.205.8620

Boost Your Sales TENT EVENTS WORK

THE BENEFITS OF EVENT MARKETING

- Take the sale to the customer
- Be seen by future customers
- Local branding
- Cost effective
- Target customers dissatisfied with current provider
- Lower churn

SALES PROSPECTS

- National Offer
- Programming packages and costs
- Free Installation
- Advanced Receiver Services
- Protection Plan
- Bundling Savings

METHODS OF EVENT MARKETING SUCCESS

- Select the right event
- Set goals for the event
- Properly prepare for event
- Have the right sales material
- Marketing materials
- Train your people
- An offer they can't refuse
- Sales encounter – be the professional
- Overcome sales objections
- Installing what you sell

THE KEY TO A SUCCESSFUL EVENT IS CHOOSING THE RIGHT EVENT

- Buying event
- Where families are gathered
- Engage the crowd

EVENT ATTENDANCE VOLUME GUIDE

ATTENDEES	>1,000	5,000	10,000	25,000	50,000
DIRECTV Event Kit	✓	✓	✓	✓	✓
Marquee 10x10 (Indoor)	✓	✓	✓	-	-
Marquee 20x20 (Indoor)	-	-	-	✓	✓
Event Engine	✓	✓	✓	✓	✓
Brand Ambassador	-	-	-	-	✓

Set up at these events and make money!

- County Fairs
- Home Shows
- Family Events
- RV Shows
- Boat Shows
- Gun Shows
- & many more!*

