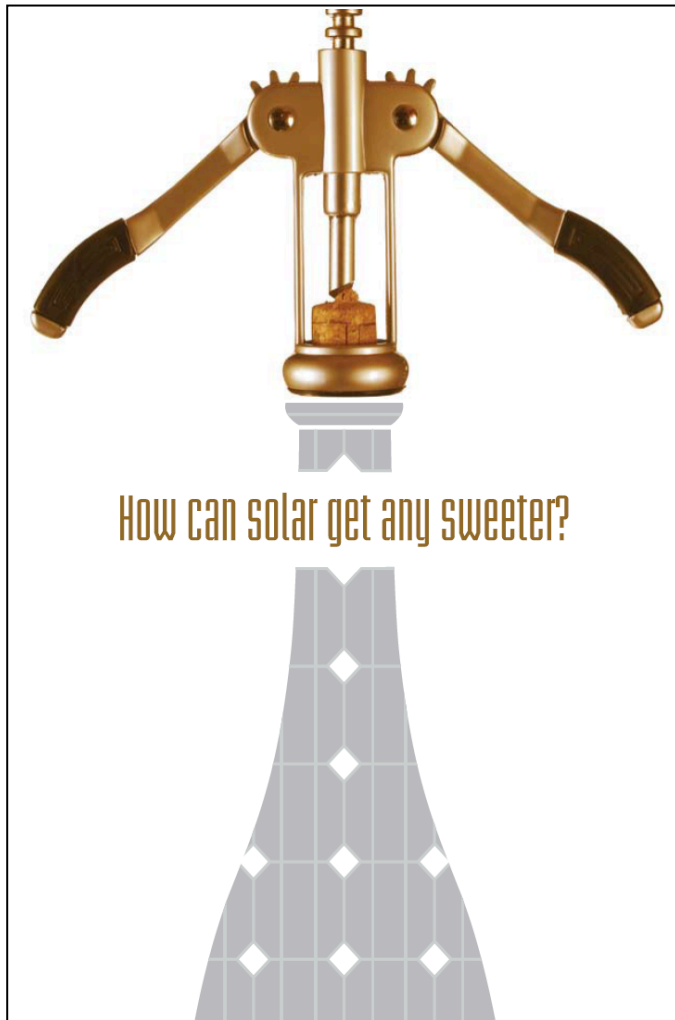


# Trina Solar

## Customer Appreciation Event



### Challenge:

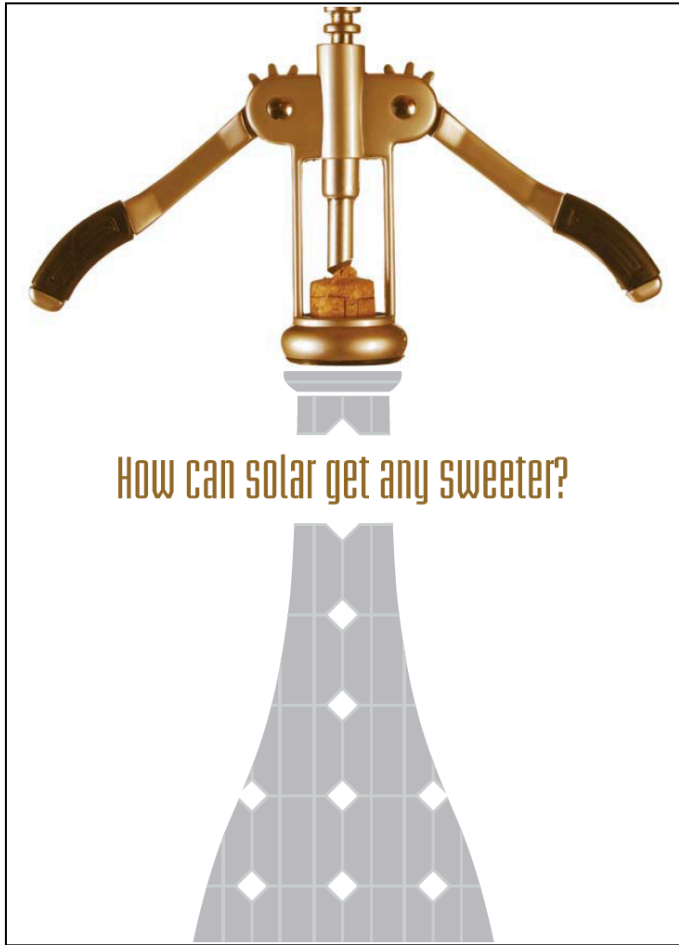
Convince 200 prospects and 50 VIP customers to come mingle with management and sales staff, and hear about a newly-formed Renault Formula 1 sponsorship, after a long day on the tradeshow floor in downtown San Francisco.



Invitation + peel-off insert with map on back side



VIP dimensional mailer with gift



Self-mailer invitation



### Solution:

Enticing this group of mostly male Industry professionals to come spend the evening mingling with staff, was easy by providing a walking-distance location to Moscone West and activities worth the short stroll.

### Event elements included:

- Tiered invitations
  - dimensional mailers to the top 50 customers
  - spin-off flat mailer to a short list of 250 prospects
  - email blast to an expanded list
  - in-booth handout during the show boosted projected event numbers to 300
- Graphics, signage, design, printing
- Formula 1 girls dressed in white cat suits
- VIP passes & Formula 1 lanyards
- Trina Solar etched logo'd wine tasting glasses
- Three-piece jazz trio
- Flexible venue ready to accommodate fluctuation in guest numbers
- Heavy passed hors d'oeuvres
- Wood-fired oven pizzas on demand
- Food & beverage negotiations and management
- Site research & selection
- Gift-wrapped truffle with "sweet message"

**Result:**

Knowing the in-booth handout, presented by the cat-suited Formula 1 girls, during the show would boost projected event numbers, we were prepared for the success of the campaign with a venue ready to accommodate

Hoping for 200 guests on a flow initially, our final count was 305, who stayed and stayed. Packed to the brim, we made sure there was enough food and drink to go around late into the evening while Trina Solar staff made sure customers and prospects knew about their extensive product offering.

