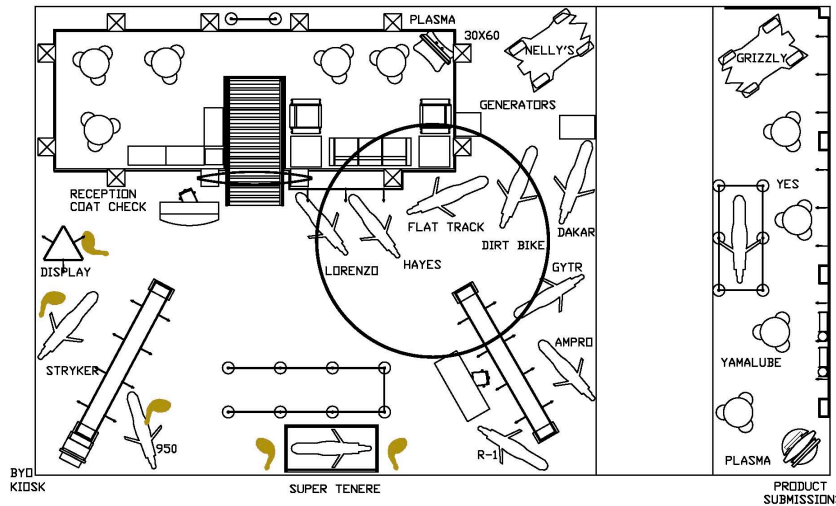


Yamaha Parts & Accessories Division Comprehensive Trade Show Support

Challenge:

Make Yamaha dealers, attending Dealer Expo in Indianapolis, feel welcome while conveying to them the breadth of what Yamaha has to offer. An “invitation only” experience was desired in the booth in order to share the latest programs and write orders. This was the first year that Yamaha chose to be located in the Show Hall, rather than a meeting room, and it was important to make a good impression to all attendees, while maintaining the exclusivity for Yamaha Dealers. A VIP registration area was established for the Dealers, within the regular registration area, to begin the “exclusive” Yamaha experience.



Booth Planning & Layout



Solution:

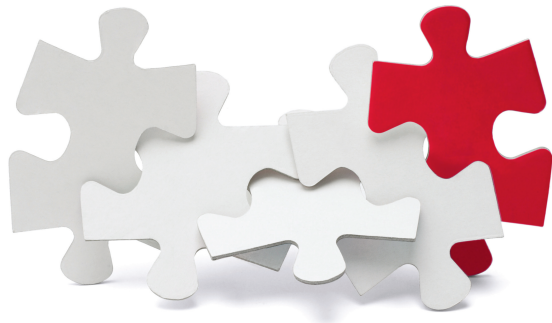
After establishing the goals of the show, an overall theme was created that included the tagline “Yamaha – The Sum of All Parts.” This theme was carried through all the project components:

- Advertising
- Two Direct Mail Pieces
- Foam Puzzle Piece Give-away
- Booth Graphics/ Dealer Story Graphics
- Dealer Reception Invitation
- Overhead Sign
- Raffle Tickets

Additional services included:

- Concepting/Theming
- Show Services Coordination
- Rentals Coordination
- Booth Planning & Layout
- Post-show Survey





The Sum of All Parts

Attention Yamaha Dealers: Let Yamaha be your host at the **2011 INDIANAPOLIS DEALER EXPO**. Yamaha's Program Offerings fit together perfectly - you can build and add, from a roster of exceptional products and accessories, outstanding service, superb distribution and cutting-edge excitement, to create just the solutions you need.

Here's a sampling of some of the exhilarating activities exclusively for Yamaha Dealers at Dealer Expo:

- Autograph signings
- Exclusive Hospitality Lounge
- Close-up look at our newest units and products
- Special Program Offerings
- Networking with other successful Yamaha Dealers

Come see us in booth #4139.



THE SUM OF



ALL PARTS

Please Join Us
Friday, February 18th
6:00 pm

Booth #4139
for our "Welcome"
Cocktail Hour



Featuring Food, Cocktails,
Breaking News & Special Guests

Come enjoy yourself and
network with other
Yamaha dealers

Pre-show Ad



Result:

Yamaha was thrilled with the entire project and resulting Yamaha-brand presence at the show. Attending Dealer comments were overwhelmingly positive about their experience from the moment they arrived at the show. Not only did they feel like a special member of the Yamaha Family, but the show provided insights into new programs and products which resulted in orders being placed during the show in the semi-private conference rooms on the show floor. The Dealers additionally enjoyed visiting the exclusive Yamaha Dealer Lounge, located on the second story of the booth, providing a view overlooking the entire show floor.

