

JAMES LOVERIDGE CTSM CANDIDATE PORTFOLIO

Increased sales at key event over 200%
in 2 years.

Certified Trade Show Marketer
Program



Marketing Manager
ALLDATA LLC
jwloveridge@yahoo.com
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CRITERIA #1: VITAL STATISTICS

CANDIDATE PROFILE

My first trade show memory is from years ago when I attended a vending machine convention. It was like trick-or-treating for adults: upon entry to the exhibit floor, each attendee received a large garbage bag and could walk through rows of vending snacks, filling their bag with as many samples as they could fit.

When I returned home from my trip, my children asked if I had brought them anything. I told them I brought a few snacks as I pulled the giant bag from my suitcase and dumped it out, covering the living room floor. Their eyes grew big and smiles appeared from ear to ear as they looked at the treasure. From that day on, they encouraged me to go on as many work trips as possible.

Now they are grown, but they regularly remind me it was my best business trip ever, and I learned the long-lasting impact a tradeshow can have on attendees—and beyond.

EDUCATION

My post-secondary education began at Brigham Young University, where I earned a Bachelor of Science Degree (B.S.) in Economics. After working as a car-rental manager for a couple of years, I went back to school at the University of Utah and earned a Master of Business Administration (M.B.A.) degree, with a marketing emphasis. During my time in school, I enjoyed interacting with students who worked at high-tech companies, so upon graduation, I focused my search in high-tech.

CAREER BACKGROUND

My marketing career has been in the high-tech sector: semiconductors and automotive repair software. I have held positions that provide a breadth of marketing experience so when I become the leader of a marketing organization, I will have the wisdom to guide team members individually and the capability to unite the team to achieve group success.

I have held the following marketing positions: product marketing manager, business development manager, integrated marketing manager, sales support manager, channel marketing manager, and event marketing manager. These positions have helped me develop both tactical response skills and the ability to think strategically. I am customer-focused, process-orientated, an effective communicator, and I have a “get-it-done” mentality.

CRITERIA #1: VITAL STATISTICS

CURRENT ROLE

I became the event marketing manager at ALLDATA LLC when the previous event manager left. It was an opportunity for me to learn something new.

For the first few months, I wasn't so much an event manager as a tactical hell manager. I was part of a team of two, managing a calendar of 100 small events and organizing 6 bigger events each year with minimal assistance.

One of the biggest issues was salespeople suddenly realizing they had to fill a booth space and calling the day before an event for support. We had to jump over hurdles to find booth properties, trinkets, and brochures and ship them overnight to the event. In our spare time, we looked for lost shipments from past events and ordered more trinkets. This reactive, fire-fighting approach got the job done, but our event team was exhausted and not positioned for success.

This is where my event marketing experience began: tactical hell, daily exhaustion and no system to track success. There was good news, however: the only way to go was UP!

I have now held this role for three years. Our event team remains the same, me and one co-worker handling the trade shows and events for ALLDATA.

CRITERIA #1: VITAL STATISTICS**COMPANY BACKGROUND**

ALLDATA LLC was founded in 1986 and specializes in the consolidation of automotive repair information. Automotive repair shops require instructions to ensure correct repairs, so printed repair manuals were the industry norm. Unfortunately, this meant shops needed hundreds of manuals to cover all the vehicles that came in.

Originally, ALLDATA consolidated the repair information from automotive manufacturers into a digital format on DVDs. Shops subscribe to ALLDATA and receive a stack of DVDs that included repair information for almost every vehicle sold in the United States.

Today, ALLDATA is a comprehensive service that helps shops complete repairs quickly and correctly. Shops pay a monthly subscription to access mechanical and collision repair information on www.ALLDATA.com. ALLDATA's product portfolio also includes diagnostic scan tools and a technician support hotline.

In 1996, AutoZone acquired ALLDATA. The two companies are a strong complimentary fit. AutoZone is a Fortune 100 corporation based in Memphis, Tenn. Its 5000+ stores serve millions of repair customers with parts to repair vehicles. ALLDATA is based out of Elk Grove, Calif. ALLDATA and serves 115,000 repair shops with information on how to repair vehicles. The customer base of each company is a strong cross-sell opportunity resulting in more shops that use both ALLDATA and AutoZone. ALLDATA has 400 employees and serves the United States, Canada, Europe, and Mexico.

COMPETITORS

ALLDATA has 2 primary competitors, Mitchell 1 and Identifix. The market share is divided approximately as follows: ALLDATA 40%, Mitchell 1 30%, Identifix 20% and the remaining 10% of shops do not subscribe to any software solution and search online for repair fixes as needed.

Mitchell 1: Similar products to ALLDATA—an online portal with repair information. Their product is viewed as being less comprehensive than ALLDATA, but lower in price.

Identifix: Started as a diagnostic repair hotline, something new in the industry. When a shop was not able to figure out how to repair a vehicle, they called the Identifix hotline. For a fee, an expert technician helped diagnose and repair over the phone. Every call was recorded and entered into a database of repairs. The database of repairs became accessible through a web portal by paying a monthly fee. Instead of using repair diagnostic instructions from the manufacturer that was available from ALLDATA, customers relied on repairs performed by other mechanics. This is riskier than ALLDATA's solution, but less expensive.

Google and YouTube are also competitors. Shops search for solutions on Google or on YouTube. Both have some information, but ALLDATA remains the most comprehensive site with accurate information.

CRITERIA #1: VITAL STATISTICS

PRODUCT PORTFOLIO

ALLDATA's key products are as follows:



ALLDATA Repair® is the industry's #1 choice for Original Equipment Manufacturer (OEM)-direct diagnostic and repair data, used by 115,000+ shops worldwide. It covers 38,000 engine-specific vehicles, or 95% of all vehicles on the road today.



ALLDATA Collision® builds on the trusted, factory-direct mechanical repair information found in ALLDATA Repair. It delivers unedited OEM data for auto body repair shops, including body and frame sectioning, handling of new materials, panel replacement, and electronic systems.



ALLDATA Collision Advantage combines data from ALLDATA Collision with software that integrates all repair procedures and manufacturer positioning statements to one screen.

CRITERIA #1: VITAL STATISTICS

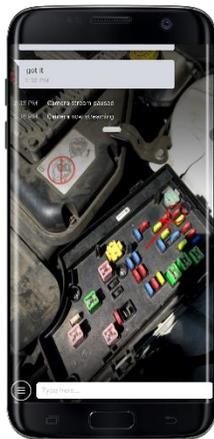
PRODUCT PORTFOLIO (CONT.)



ALLDATA Mobile® saves valuable time by enabling you use ALLDATA Repair or ALLDATA Collision on your tablet at the vehicle. Connect to the vehicle’s OBDII (On-board Diagnostic (connection) port, to read vehicle diagnostic codes.



ALLDATA Diagnostics turns an Android or Windows 10 tablet into a professional-level scan tool. The VCI (Vehicle Connection Interface) device that attaches to the vehicle’s OBDII connection port is included in the subscription, eliminating hefty up-front costs – with no charge for software/data updates. And it’s the only scan tool solution with ALLDATA Repair or ALLDATA Collision built in.



ALLDATA Tech-Assist® gives you hotline access to Automotive Service Excellence (ASE)-Certified Master Techs 7 days a week. From diagnostic troubleshooting to step-by-step repair support.

CRITERIA #2: OVERVIEW**PROGRAM INTRODUCTION**

As the event management team at ALLDATA, my co-worker and I are responsible for coordination of all events/trade shows with external customers. Because we manage everything that is a trade show or an event, we refer to ourselves as event managers without differentiation between events and trade shows. ALLDATA participates in approximately 100 events each year. ALLDATA has a small presence at most of the events, which consists of a 10x10 booth space and two salespeople. For the small shows, the salespeople who attend coordinate the show presence. My event co-worker and I provide consultative support for these shows. We spend the majority of our time focused on organizing the top 6 events.

The process for managing ALLDATA's event program is as follows:

In July, I send a list of all events from the previous fiscal year (September-August) to the sales team. They review the list and plan which events to attend in the upcoming fiscal year. In August, the sales team and event marketing team meet and compile a list of events to attend during the upcoming fiscal year. The process of discussing each of the 100 events and justifying whether to attend or not attend is cumbersome, but the result of a ratified calendar of events for the upcoming fiscal year is worth the effort.

With the event calendar ratified, I conduct a monthly coordination meeting with the sales team to review all events within a three-month horizon. We discuss event readiness, help needed, and accomplishments from past events. This monthly coordination ensures ALLDATA is always prepared for the next event!

ALLDATA's event program was not always this systematic. When my co-worker and I started managing events two years ago, we worked to become proficient at the tactical activities. As we became proficient at our responsibilities, we identified ways to automate tasks to improve efficiency. We identified four areas for automation. Implementing all steps would reduce reactive tasks, standardize our brand across all events and initiate tracking of results at each show.

First, to address last-minute event requests, we worked with a vendor to create an online asset portal for the sales team to order and ship items automatically. Once this portal was operational, we no longer spent time managing shipments, and sales people were empowered to manage the needs of each event.

Our next tactic involved creating an annual event calendar and coordinating management with the sales team. We created the event calendar and began a monthly coordination meeting between sales and marketing. Each month, we reviewed events on the three-month horizon to ensure each event was planned and staffed. Planning eliminated firefighting. Salespeople became confident that the company would have a well-organized, professional and consistent presence at every show. The sales people no longer spent time finding ways to improve the company look at events and focused on selling. Sales revenue from events increased.

CRITERIA #2: OVERVIEW**PROGRAM INTRODUCTION (CONT.)**

The third automation tactic standardized booth presentations for consistency. We created a presentation template and product videos for events. Each sales person received the new sales tools and training.

The final step in event automation: lead tracking. How could we seamlessly transfer leads from each show into our Customer Relationship Management Software (CRM)? The solution: an app! Lead tracking enables reporting so management knows the success of each event.

We interact with the marketing creative team when creatives are needed. They design the booth backdrops, pop-up banners, email templates, and brochures used at events. When a creative is needed, we submit a design request that outlines the project and provides instructions for the creative team.

We report event success and needs to the executive staff through quarterly face-to-face presentations and weekly email updates.

PROGRAM OVERVIEW

ALLDATA events are separated into two categories: "The Top 6" and "The Rest."

The Top 6 shows require a high level of planning and execution by the event marketing team. The other 100+ events have a smaller presence, usually a 10x10 booth space and one to two salespeople.

The goals for participation at every event are to generate new leads and close sales. The level of participation (investment in the show) is dependent upon the size of ALLDATA's addressable target market at each show. Most shows have a projected addressable market that can be adequately served by two sales people. At shows where ALLDATA has a small presence, the sales person in charge ratifies the participation level with the sales director. For each show, the lead sales person buys the booth space and orders trade show properties and trinkets from the trade-show portal. Due to task automation and monthly planning, these shows run almost seamlessly with minimal marketing support.

CRITERIA #2: OVERVIEW

TOP 6 EVENTS

The list below shows the Top 6, which have a large footprint and are managed by event marketing.

To plan for each of these events, a business case and budget is created. The budget is approved by the executive team and planning begins. A show playbook is created that contains show plans, budget, booth space proposal, product focus, staffing and integrated communications. Bi-weekly meetings are held to track and coordinate activities.

Top 6 Events, Fiscal Year 2018.

Show	Description	Location	Start	Sales Rep	Booth
SEMA	Specialty Equipment Market Association	Las Vegas, NV	10/31/17	Jim	30x30
Visions	Visions High Tech Training Association	Kansas City, KS	3/1/18	Diane	40x20
Mexico	Automechanika Mexico	Mexico City	3/14/18	Dan	40x40
ATI	Automotive Training Institute Conference	Phoenix, AZ	3/21/18	Jeremy	20x10
NIADA	National Independent Auto Dealer Assn	Orlando, FL	6/18/18	Diane	20x10
Atlanta	Automechanika Atlanta	Atlanta, GA	8/8/18	Jim	30x30

CRITERIA #2: OVERVIEW

ANNUAL EVENT CALENDAR (ALL)

The list below is the comprehensive list of every show ALLDATA plans to attend during Fiscal Year 2018. Items are color coded based on the program management status of each show. This list is managed in Excel by the event marketing team and stored on a company server for team access. Shows within a 3-month horizon are discussed in monthly planning meetings.

Annual Event Calendar, Fiscal Year 2018

KEY	Early Planning
	In Progress
	COMPLETE

Show	Description	Location	Start	End	Sales Rep	Booth
AAMCO	AAMCO California Association	San Diego, CA	9/8/17	9/10/17	Debbie	10x10
CAB	ALLDATA Customer Advisory Board	Elk Grove, CA	9/9/17	9/9/17	Flood	10x10
CSN	Canadian Service Network Conference	St-John, NB	9/14/17	9/16/17	Jean-Luc	10x10
Meineke	Meineke Vendor Appreciation Meeting	San Diego, CA	9/14/17	9/16/17	Pat	10x10
Uni-Select	Uni-Select Expo (tire dealers)	Drummondville, CAN	9/19/17	9/20/17	Jean-Luc	10x10
BRSO	Bridgestone (Firestone) Vendor Summit	Nashville, TN	9/20/17	9/23/17	Pat	10x10
Meineke	Meineke Golf Tournament Charity	Charlotte, NC	9/20/17	9/20/17	Pat	10x10
AASP PA	Alliance of Automotive Service Providers	Pennsylvania	9/22/17	9/24/17	Darren	10x10
FIX	FIX Auto (Auto association)	Los Angeles, CA	9/23/17	9/25/17	Marcos	10x10
Fender	FenderBender Management Conference	Lombard, IL	9/27/17	9/29/17	Marcos	10x10
Crusin	Crusin the Coast	Mississippi	10/1/17	10/8/17	Marcos	10x10
Ameri	Amerifleet	Dallas, TX	10/3/17	10/4/17	Marcos	10x10
Jiffy	Jiffy Lube Regional (Quarterly)	Baltimore, MD	10/4/17	10/4/17	Chuck	10x10
NIADA CA	National Independent Auto Dealer Assn	Lake Tahoe, CA	10/12/17	10/13/17	Debbie	20x10
Honest	Honest 1 Auto Care National Convention	Florida	10/16/17	10/19/17	Marcos	10x10
OIADA	Oklahoma Independent Auto Dealer Assn	Vancouver, WA	10/19/17	10/23/17	Debbie	10x10
Precision	Precision Tune Dream Team	Atlanta, GA	10/20/17	10/22/17	Pat	10x10
MAACO	MAACO (Paint shop franchisees)	Bahamas	10/25/17	10/29/17	Pat	10x10
CIC #1	Collision Industry Conference Regional #1	Las Vegas, NV	10/31/17	10/31/17	Marcos	10x10
SEMA	Specialty Equipment Market Association	Las Vegas, NV	10/31/17	11/3/17	Jim	30x30
AAPEX	Automotive Aftermarket Products Expo	Las Vegas, NV	11/1/17	11/5/17	Diane	10x10
JD Byrider	JD Byrider Annual Convention	Miami, FL	11/10/17	11/10/17	Pat	10x10
Service King	Service King Service Shop Franchise mtg.	Orlando, FL	11/13/17	11/16/17	Chuck	10x10
NADM	The National AAMCO Dealers Meeting	New Orleans	11/15/17	11/19/17	Debbie	10x10
Best Buy	Best Buy Canadian Shops (not Best Buy in U.S.)	Toronto	12/8/17	12/8/17	Jean-Luc	10x10
Sherwin	Sherwin Williams Auto Finishes Show	Orlando, FL	1/1/18	1/1/18	Pat	10x10
K&M	2065 K&M Tire Dealer Conference	Shamburg, Illinois	1/8/18	1/12/18	Pat	10x10
CIC#2	Collision Industry Conference Regional #2	Palm Springs, CA	1/11/18	1/11/18	Marcos	10x10
Avant	Montreal Avant Premier (Canadian franchise)	Montreal, QC	1/18/18	1/18/18	Jean-Luc	10x10
Bannieres	CONGRÈS DES BANNIÈRE (Canadian tire dealers)	Trois-Riviere, Canada	1/19/18	1/20/18	Jean-Luc	10x10
BRSO	BSRO (Bridgestone) National Business Conference	Nashville, TN	1/22/18	1/24/18	Pat	10x10
Toronto	Congres Toronto (Automotive Association)	Toronto, Canada	1/25/18	1/26/18	Jean-Luc	10x10

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Goodyear	Goodyear Dealer Conference	Nashville, TN	1/25/18	1/28/18	Pat	10x10
Express Oil	Express Oil franchise meeting	Alabama	2/1/18	2/1/18	Pat	10x10
Amerifleet	Amerit Fleet National Conference	Dallas, TX	2/6/18	2/8/18	Jeremy	10x10
ATD TX	American Tire Distributors - Tire Pros	San Antonio, TX	2/8/18	2/11/18	Pat	10x10
Paste	Paste Auto Dealer Association	Toronto, ON	2/9/18	2/9/18	Paul	10x10
MDA	Meineke (MDA) Dealer Association	Orlando, FL	2/14/18	2/17/18	Pat	10x10
OK	OK Tire Annual Conference	Phoenix	2/15/18	2/18/18	Jean-Luc	10x10
Tuffys	Tuffys Dealer Conference	St.Petersburg, FL	2/16/18	2/18/18	Pat	10x10
VADC	Vast Auto Dealership Conglomerate	Montreal, QC	2/16/18	2/16/18	Jean-Luc	10x10
CarX	CarX Annual Vendor Trade Show	Chicago, IL	2/22/18	2/25/18	Darren	10x10
US Autoforce	US AUTOFORCE Business Conference	Wisconsin Dells, WI	2/28/18	3/2/18	Darren	10x10
Visions	Visions High Tech Training Association	Overland Park, KC	3/1/18	3/4/18	Darren	40x20
Jiffy RC	Jiffy Lube Convention Regional Convention	Nashville, TN	3/5/18	3/9/18	Chuck	10x10
NTD	National Tire Distributors (Canadian Tire)	Victoria, BC	3/11/18	3/15/18	Jean-Luc	10x10
Mexico	Automechanika Mexico (PAACE)	Mexico City	3/14/18	3/16/18	Dan	40x40
Seatac	Automotive Service Association- Auto Expo Association Regional Training	Seatac, WA	3/16/18	3/17/18	Chuck	10x10
G. Monkey	Grease Monkey	Los Cabos, MX	3/18/18	3/21/18	Chuck	10x10
ABRA	AutoBody Repair Association Franchise meeting	Phoenix, AZ	3/19/18	3/21/18	Darren	10x10
Caliber EC	CALIBER COLLISION EXECUTIVE COUNCIL	Florida	3/21/18	3/25/18	Marcos	10x10
ATI	Automotive Training Institute Conference	Phoenix, AZ	3/21/18	3/24/18	Jeremy	20x10
NADA	National Automotive Dealer Association	Las Vegas, NV	3/22/18	3/25/18	Debbie	10x10
CIC#3	Collision Industry Conference Regional #3	Pittsburgh, PA	4/1/18	4/4/18	Marcos	10x10
Christian Bros	Christian Brothers Automotive	San Diego, CA	4/1/18	4/1/18	Chuck	10x10
Cottman	Cottman Transmissions Conference	Orlando, FL	4/1/18	4/3/18	Darren	10x10
TLPA Spring	Taxi/Limo/Paratransit Assn Spring Conf.	OKC, OK	4/10/18	4/13/18	Jeremy	10x10
ACID	AAMCO Convention Independent Dealers	Clark, NJ	4/14/18	4/16/18	Debbie	10x10
TPAC	Taxi/Paratransit Assn of California	Palm Springs, CA	4/25/18	4/28/18	Jeremy	10x10
Biloxi	American Tire Distributors - Gulf Coast	Biloxi, MS	5/1/18	5/4/18	Pat	10x10
PPG	Pittsburg Paint Glass Conference	Florida	5/6/18	5/7/18	Darren	10x10
NABD	National Alliance of Buy Here, Pay Here Dealers	Las Vegas, NV	5/21/18	5/25/18	Chuck	10x10
IMDA	Independent Micras Dealer Association	Orlando, FL	6/2/18	6/5/18	Pat	10x10
SKILLS ED	SKILLS Technology Mastery Competition Canada	Edmonton, CANADA	6/4/18	6/4/18	Jeremy	10x10
ASA AZ	Automotive Training Expo (Arizona)	Arizona	6/9/18	6/10/18	Chuck	10x10
NADA	AAMCO Summer National Dealers Meeting	Cancun, MX	6/17/18	6/24/18	Debbie	10x10
NIADA	National Ind. Automotive Dealer Assn.	Orlando, FL	6/18/18	6/21/18	Debbie	20x10
SKILLS KY	SKILLS Technology Mastery Competition USA	Louisville, KY	6/20/18	6/20/18	Jeremy	10x10
CIC #4	Collision Industry Conference #4	Atlanta, GA	7/1/18	7/3/18	Marcos	10x10
NACAT	North American Council of Auto Teachers	Williamsport, PA	7/16/18	7/19/18	Jeremy	10x10
AIAD	Alabama Independent Auto Dealer Assn.	Point Clear, Alabama	7/19/18	7/21/18	Debbie	10x10
NATEF TX	National Auto Technician Education Foundation Instructor Training	Frisco, TX	7/26/18	7/26/18	Jeremy	10x10
TIADA	Texas Independent Auto Dealers Association	Dallas, TX	7/29/18	7/31/18	Debbie	10x10
Atlanta	Automechanika Atlanta	Atlanta, GA	8/8/18	8/10/18	Marketing	30x30
CIADA	California Ind. Automotive Dealer Assn	San Diego, CA	8/9/18	8/12/18	Debbie	10x10
CarStar	CarStar North America Conference	Charlotte, NC	8/22/18	TBD	Pat	10x10

CRITERIA #2: OVERVIEW

SPECIAL CIRCUMSTANCES

I started event marketing at ALLDATA in time to help manage our presence at SEMA 2016. We were very successful, increasing sales over the previous year (2015) by 84%. The success from 2016 became the benchmark for 2017. The new benchmark was a significant challenge. This CTSM portfolio covers preparations for SEMA 2017. I was nervous about how much success we could have in 2017, but I was also excited for the challenge because I learned a lot by managing the show in 2016 and from CTSM courses. This knowledge helped me identify opportunities to improve so SEMA 2017 could yield our best results yet.

CRITERIA #3: SHOW INTRODUCTION**OVERVIEW OF SEMA 2017 (KEY SHOW)**

The biggest event that ALLDATA attends each year is the SEMA (Specialty Equipment Market Association) Show. The show started in 1970 and has grown into the largest aftermarket automotive parts show in the world. SEMA is held at the Las Vegas Convention Center each year. The show is so popular that for 2018 no new vendors are being accepted, and vendors from 2017 are not allowed to increase booth size.

I chose to showcase this show because ALLDATA's participation represents approximately 50% of our annual event budget, and results are available from this show to track progress. Working on this show has enabled me to use skills and concepts from the CTSM program to improve program management of events and increase returns.

DEMOGRAPHICS

SEMA attendees are automotive shops from across the United States and Canada. The public is not admitted. This show draws 80,000+ buyers, 20,000 press, and 20,000 vendors for a total attendee count of over 120,000 visitors.

TARGET AUDIENCE

ALLDATA's target audience at SEMA is shop owners.

Two types of shops visit our booth: shops who do not use ALLDATA (prospects) and existing ALLDATA customers. NEW customers ask, "What do you do?" and "How can you help my shop?" EXISTING customers ask, "What is new at ALLDATA?" We prepare our staff to answer the questions from both categories. This is exactly what I learned in **CTSM course 313, Beyond the Basics of Booth Selling**, which emphasized people come to a booth to see what is new.

CRITERIA #3: SHOW INTRODUCTION

**ALLDATA AT SEMA 2017
STRATEGY**

Our plan was to have 30x30 booth at the show, because this was what our budget allowed and because we had this same size space the previous year. We wanted to increase revenue from the show so we needed to identify creative ways to drive an increase.

In **CTSM course 201, Selecting the Right Shows, the Critical Decision**, I learned to interview show organizers. The interview is important to not only understand who will attend the show (prospects), but also to understand how show management will maximize value for exhibitors. Six months prior to SEMA, I attended the SEMA Exhibitor Summit, a two-day workshop hosted by SEMA show management to help exhibitors maximize their presence at SEMA.

Show management shared that 62% of attendees come to SEMA with an agenda of companies to visit. This helped me understand it was critical for ALLDATA to use digital marketing to get in front of these attendees before the show so they would put us on their agenda, thus increasing our booth traffic.

Based on our learnings at the summit, we developed the following five strategies to get more people to the booth and to capitalize on every opportunity in the booth.

Keys to ALLDATA's Success in 2017

1. SEMA press portal and pre-show digital campaigns
2. Product showcase
3. Show sponsorship, premium placements
4. Video and live demos
5. Sales people conducting demos

Strategy 1: Utilize the SEMA press portal and pre-show digital campaigns

SEMA created a press portal so content from vendors is readily available for press use. Exhibitors can post an unlimited amount of information in the portal, detailing products, press announcements, etc. Our strategy was to load the portal with information about ALLDATA, so whatever question a press person might have, the answer was available. We loaded thirteen posts into the press portal.

CRITERIA #3: SHOW INTRODUCTION**STRATEGY (CONT.)**Strategy 2: Product showcase

SEMA has a great product showcase for new attendees and press to visit and learn about products. Showcase visitors walk through approximately 600 new products and use a scanner to scan ID tags of items they want to learn more about. After the show, vendors receive the list of leads. We entered 3 ALLDATA products into the showcase.

A secondary reason for having products in the showcase is the possibility of winning an award. Show judges review each product in the showcase and give awards for “best” categories. Winning an award can result in free press.

Strategy 3: Show sponsorship

ALLDATA has purchased sponsorships for several years at SEMA, and the plan for 2017 was to purchase these same sponsorship items. An opportunity for premium placement in the show directory became available, so we jumped on it. Premium placement was an opportunity to increase spending by a small amount for the opportunity to increase visibility. We secured the inside back cover.

Strategy 4: Video and live demos

Show management said videos and live demos are the most impactful content in a booth. We developed several videos to play throughout the booth. We also planned live demos.

Strategy 5: Sales people conducting demos

Having salespeople conducting demos is a NO-BRAINER, and the key to our historical tradeshow success. SEMA show management validated the concept. As further reinforcement, the instructor of the **CTSM Course 313, Beyond the Basics of Booth Selling** taught, “Staff counts for 85% of the show success!” We also learned in this course that people want to come to a booth and talk with experts. That is our sales team.

Attending the SEMA Summit not only validated some concepts we already knew, it also gave us new ideas to try. We needed ideas to optimize our show presence in 2017 to yield an increase in results from 2016.

CRITERIA #3: SHOW INTRODUCTION

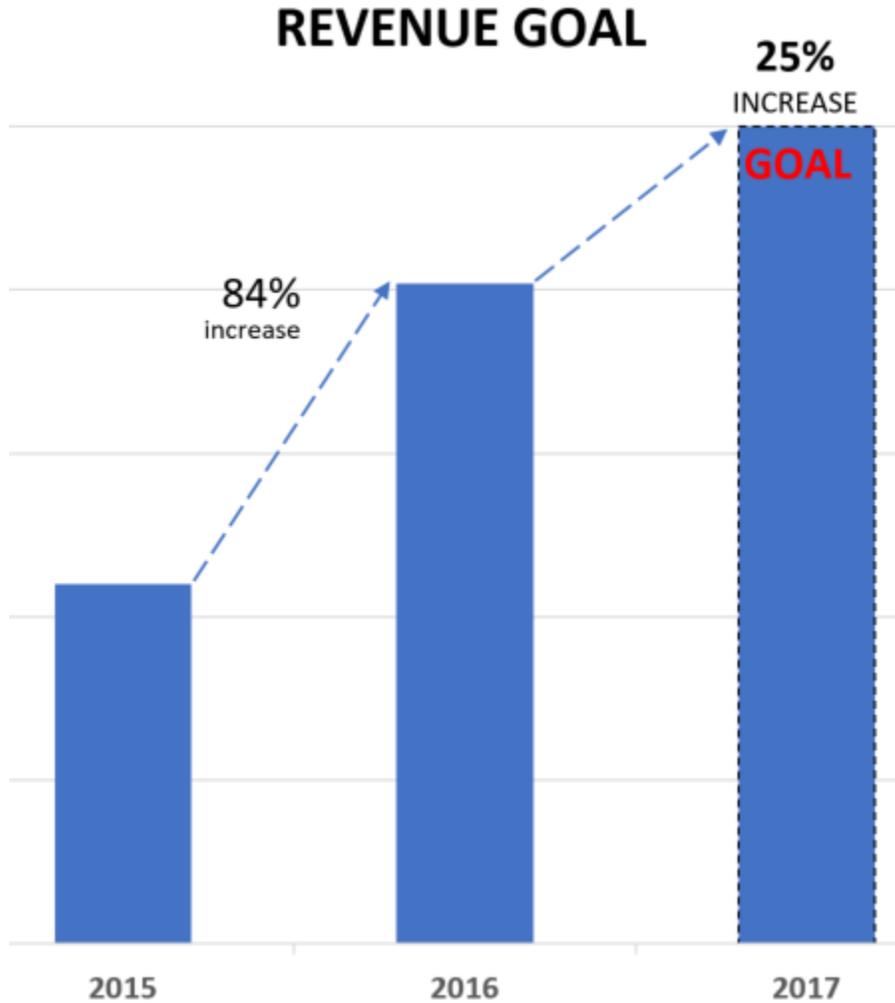
OBJECTIVES

For the next step, we aligned the strategies with show objectives and measurable goals, as follows:

Objectives (What to accomplish/When)	Strategies (How)	Tactics (What to do)	Measuring success	Measurable goals
Close sales at SEMA 2017	Pre-show digital campaigns	Invite customers and prospects to visit ALLDATA at SEMA	Send email invite to ALLDATA customers and prospects	Email 100K customers/prospects 900 Clicks
	Utilize the product showcase	Enter 3 products into showcase	Number of views and leads	Generate 5000 views of product and 60 leads
	Sales people conducting live booth demos	Generate booth leads	Number of leads	Capture 300 leads from booth visitors, increase sales by 25%
Increase brand awareness during SEMA 2017	Show sponsorship	Use show sponsorship to reach new prospects	Views of sponsorship ads	100K views of sponsorship ads by SEMA attendees
	Utilize press portal	Press coverage of ALLDATA	Press articles about ALLDATA, views	Achieve 10 press articles, with 1M views
Close sales outside SEMA 2017	Pre/post show digital campaigns	Product bundle email	Sales from SEMA emails	10% increase in sales over prior year

CRITERIA #3: SHOW INTRODUCTION

The 2016 SEMA show was a phenomenal success for ALLDATA! We increased show sales in the booth by 84% over 2015. The plan for 2017 was to not change things that worked in 2016, while making small adjustments to generate more sales in the booth. The goal: increase sales by 25%. This seemed aggressive, but possible. We started with the same foundation of a 30x30 booth, then made adjustments that would give us a chance to increase sales by 25%.



Revenue Goal for SEMA 2017

CRITERIA #3: SHOW INTRODUCTION

PREPARING FOR THE SHOW

An important part of preparing for SEMA is setting and communicating expectations through the organization. The process begins eight months before the show.

At this point, I create a presentation with a high-level proposal that includes objectives, strategies and budget. I present to our executive team. The executives ratify the plan. I present a status update each month in the executive staff meeting. When the show is two months away, I present bi-monthly. The updates keep the executives informed of progress so they are confident the planning is on track.

CRITERIA #4: EXHIBIT MANAGEMENT**EXHIBIT MANAGEMENT OVERVIEW**

Planning for the SEMA show is a year-round effort. Six months before the show we reserve booth space, select the booth vendor, reserve show sponsorships and block hotel rooms. If any of these items are missed, it could be a show-stopper for ALLDATA. To ensure these milestones are not missed, I block space on my Outlook calendar for these deadlines.

PROGRAM MANAGEMENT

With any big show involving so many parts and an army of people working on different tasks, efficient program management is critical to success!

I divide program management into two parts: key milestones and daily deliverables. Key milestones are high-level items that must be completed to a schedule. These milestones are listed on a single PowerPoint slide, with an explanation of the deliverable, due date, and owner. The milestone slide is included in every presentation to the executive team so they can see whether the show preparations are on track. I meet bi-weekly with a core team to review milestones and report to our executive staff monthly for four months leading to the show.

Daily deliverables include details that must be accomplished to keep the key milestones on track. If any of the details are overlooked, we could end up with gaps in the finished show presence. We use a digital ticketing software system to track the details: JIRA.

In the JIRA software system, I created a project called SEMA2017. In the SEMA2017 project, I listed five sub-categories: program management, booth, staff, travel/sponsorship, and creative. Under each of the categories, I create digital tickets (a story) for every item that needs to be tracked to completion. Every story is like a digital sticky-note. I created 110 digital stick-notes in the JIRA system for SEMA.

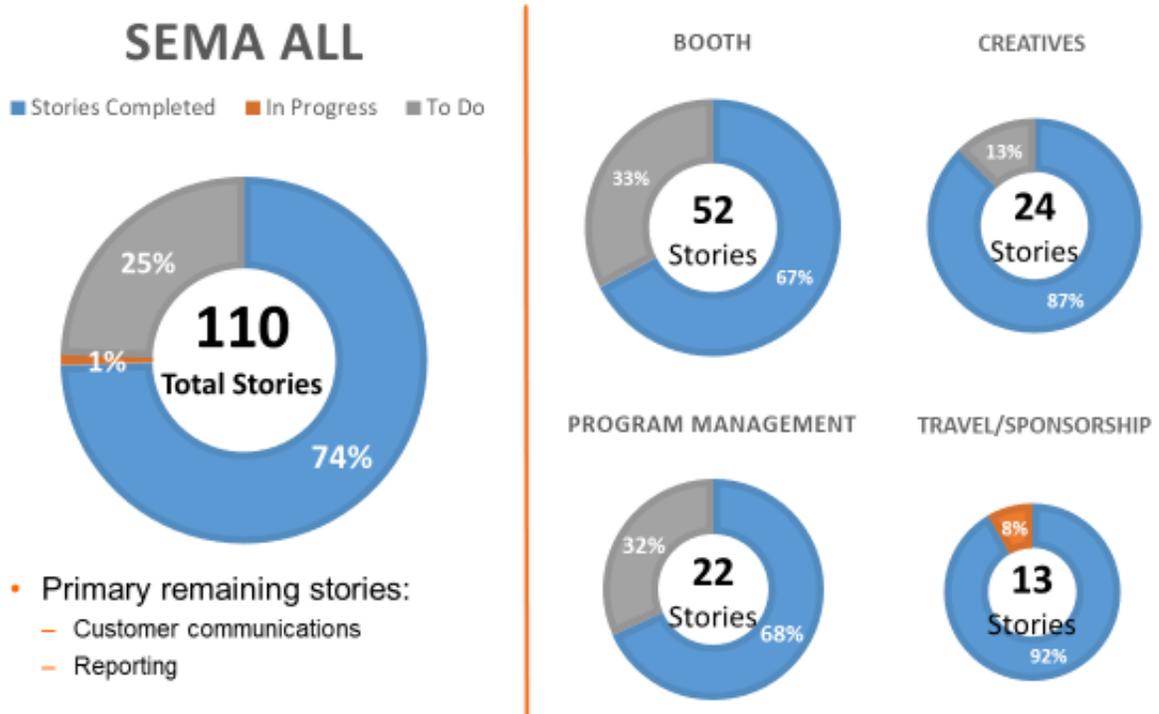
CRITERIA #4: EXHIBIT MANAGEMENT

PROGRAM MANAGEMENT (CONT.)

Members of the marketing team have access to the JIRA board. Every morning, the entire team meets for a ten-minute meeting to discuss what we are working on that day. In this “stand-up” meeting, I discuss the items that need to be accomplished that day and week. I assign tickets to team members by job roles. As activities are completed, tickets move from “in progress” status to “complete.” The software tracks the number of tickets in progress and complete. I used the dashboard below to show executives the status of show preparations. As tickets are monitored and completed, I sleep well at night knowing we have not forgotten little details.

The JIRA dashboard for SEMA 2017:

Tracking SEMA Tasks in JIRA



Ticket tracking of all show tasks by category in tracking software

CRITERIA #4: EXHIBIT MANAGEMENT

PROGRAM MANAGEMENT (CONT.)

The following is another tracker that documents high-level deliverables by week.

SEMA Deliverable Tracker



High-level deliverable visibility for use with executive team

PLANNING

In designing our booth, I look for ways to reduce cost. In **CTSM Course 62018, The @Show Experience: Understand the Essentials of Exhibit Design**, I learned about the lifespan of an exhibit. Sometimes it makes sense to have a long contract and design with higher quality. Sometimes that is not the right strategy. For SEMA, a multi-year strategy was the right fit. We negotiated a two-year contract, 2017 being the second year. The result was a 23% savings over the two-year contract.

The reason for selecting our vendor (Steelhead) was simple: *trust*. They have been the booth vendor for ALLDATA at SEMA for 5 years. The quality is excellent, communication is easy, and we know the booth will be complete on time and on budget. Some in our company feel we could save money by switching to a lower cost vendor, but trust outweighs the minimal savings. We cannot afford to not have the booth ready on time.

CRITERIA #4: EXHIBIT MANAGEMENT

BOOTH RFP (REQUEST FOR PROPOSAL)

As mentioned, for 2017 we were in the second year of a two-year contract for our booth. Because we ended up with a peninsula space instead of an island, we needed to make some modifications. To figure out how to modify the booth, we let our vendor work their magic. Building booths and knowing this show is their specialty. I stayed out of the way to let them develop a proposal.

Once they developed a mock-up, we met to discuss. During the meeting, we aligned on changes and costs. This became a contract addendum, showing the work to be performed and cost. Both companies signed the addendum and Steelhead got started on the modifications. The list below shows the items in the addendum. Steelhead gave me deadlines for new graphics, so I began to work on development with ALLDATA’s creative team.

Date: 9/6/2017		Salesperson: Mario		
Proposal For: ALLDATA		Ship To: Las Vegas Convention Center	Comments:	
2017 SCOPE OF WORK AND COST LISTED BELOW IS A DESCRIPTION OF EACH ELEMENT OF YOUR PROJECT. UNLESS MODIFIED, IN WRITING, THIS IS THE ENTIRE SCOPE OF WORK THAT STEELHEAD WILL DELIVER. ALL PRICING FOR THIS SCOPE IS GUARANTEED NOT TO EXCEED THE PRICE AS OFFERED. STEELHEAD WILL SUPPLY CLIENT, WITH A CONSOLIDATED INVOICE FOR ALL SERVICES UPON AGREEMENT.				
Qty	Item#	Description	Unit Price	Line Total
1		Additional 16' Back Wall	9%	9%
GRAPHICS PACKAGE				
2017 GRAPHICS PACKAGE TO INCLUDES: -GRAPHICS PRICING BELOW REQUIRES PRODUCTION READY ARTWORK. -ART FILES ARE DUE TO STEELHEAD 30 DAYS PRIOR TO SHIP DATE. -CHARGE -GRAPHIC PROOFS DUE TO CLIENT 48HRS AFTER ART IS RECEIVED.				
4		Back Wall Blue Panels 39x117 (Additional Wall) 116.95"W x 38.82"H direct print to 1/8" sintra	2%	6%
2		Back Wall Blue Panels 17x117 (Additional Wall) 116.95"W x 16.85"H direct print to 1/8" sintra	1%	1%
2		Back Wall Blue Panels 22x95 (Additional Wall) 21.74"W x 94.96"H direct print to 1/8" sintra	1%	1%
4		Return Wall Blue Panels 17x95 (Additional Wall) 16.85"W x 94.96"H direct print to 1/8" sintra	1%	2%
TURNKEY SERVICES:				
1		EXHIBIT INSTALLATION AND DISMANTLE LABOR: - INSTALLATION ON SITE - DISMANTLE Electrical Labor is not Included.	30%	30%
1		AV RENTAL 10 - 32" TABLE-TOP MONITORS 2 - 43" WALL MOUNTED FOR THE WORK STATIONS 1 - 80" WALL MOUNTED FOR THE BACK WALL 13 - SETS OF WIRELESS KEYBOARDS AND MICE	38%	38%
1		2017 Flooring Rental: -30' x 30' 30oz Black carpet with Vinyl center inlay -Includes 30' x 30' padding for carpet and vinyl	7%	7%
			SUBTOTAL:	95%
			TAXES:	5%
			TOTAL:	100%

NOTE: this total equals the 44% actual booth build expenditure in the overall show budget.

RFP for Booth Additions for SEMA 2017

CRITERIA #4: EXHIBIT MANAGEMENT**PRODUCTION STRATEGIES**

The booth production strategy for ALLDATA is simple. A week before the show, our vendor sets up the booth in their warehouse. We send a designer to review the booth and give approval. Once approved, the booth is shipped to the show.

Our vendor is full-service. They ship the booth to the show and manage set-up. I go to the show two days early to check on booth set-up and coordinate with the site manager. I return periodically during set-up to make sure things look right and answer questions. I also do a tech check: I test the internet connection, make sure digital presentations display properly on the monitors, etc. During this time, I develop a relationship with the set-up manager, who will be on site during the show. We coordinate how to contact each other during the show when situations arise that need quick resolution.

Because we have a full-service vendor who designs the booth and manages set-up/tear-down, I spend time making sure we are prepared to maximize the sales opportunity. My job is more strategic and less tactical because our vendor manages the tactical elements.

BUDGET

In **CTSM course 20318, The Nuts and Bolts of Budgeting for Results**, Kimberly Kee states, “Designing a budget is more than just tracking numbers. Understanding corporate and departmental budgeting practices will help you get the most for your money.” TRUE!

Staying within budget is critical. No room to go over budget *unless* there is a great reason. Meeting with our accounting team, I learned that up to 10% over budget is acceptable—if results justify the cost. This is good information to keep in the back of my mind, just in case.

I found early in the planning process that our booth space selection was different than anticipated, resulting in a 10% savings on booth space. The savings from the booth space enabled us to purchase the premium ad space in the show directory mentioned previously. The costs offset each other so we were still on budget with better ad placement.

CRITERIA #4: EXHIBIT MANAGEMENT

BUDGET (CONT.)

Here is the budget for SEMA 2017:

SEMA 2017 BUDGET				
Category	Description	Allocation	Actual	Variance
SHOW	Sponsorships	11%	11%	0%
	Booth build	36%	44%	-8%
	Show space	17%	16%	1%
	Shipping	11%	13%	-2%
	Trinkets	4%	3%	1%
	Lead scanners	1%	2%	-1%
	Electricity	2%	2%	0%
	Meals/misc	5%	5%	0%
	STAFF	Flights	4%	4%
Hotel		7%	7%	0%
Monorail passes		1%	1%	0%
Attire		1%	1%	0%
	Total	100%	109%	-9%

SEMA budget and actual spend

We *were* over budget, but it was within an acceptable margin of 10%. The overage was primarily due to being given a different booth space by the SEMA show, which required booth modifications.

It was interesting to see some item costs increase dramatically. Show costs are on the rise as the influence of the show increases. Additionally, costs in Las Vegas are increasing as the city becomes a convention destination of choice. One cost that was particularly surprising: the lead scanning app increased 100% from 2016. The show changed the way the app was priced to a per user license model. As a result, we are looking for a non-show app solution to use in 2018.

CRITERIA #4: EXHIBIT MANAGEMENT**MISCELLANEOUS**

Because SEMA is such a busy show, staff training and lead capture were critical to our success so we added these 2 elements into our planning to ensure they were not forgotten.

In **CTSM class 417, Do Your Own Staff Training**, Matt Hill discussed the importance of staff training and how it can help increase qualified lead generation. ALLDATA is at SEMA to generate sales. Matt's course validated the training we already provide for SEMA and highlighted the importance of effective training.

In previous years, we held pre-show meetings and some product training but mostly expected the salespeople to know how to sell. For SEMA 2017, our training team re-trained every sales person going to SEMA on each product. Before going to the show, our salespeople were current and fresh with product knowledge.

A week before going to the show, we held a training with the booth staff to walk them through show details: travel arrangements, booth attire, working schedule, revenue goals, give-aways, and pre-show campaigns. Most importantly, I wanted them to understand the effort put into driving traffic to the booth to keep them busy closing opportunities. We briefed them on the customer types who would be at the show, what they would ask when coming into our booth, and how to answer the questions that lead to product demonstrations.

All of this is preparatory to help them know how to work with SEMA customers. The critical element to remember is, "What is the experience we want people to feel?" (**CTSM Course 304: Content + Interactions: A Formula for Effective Marketing Impact**). This course emphasized what we value most: our customers. Our sales people were trained on the products and understood what we had done to drive traffic to the booth. Our team also knew key questions booth visitors would ask. But the most important point was how we want people to feel as they entered the booth? We discussed greeting them right away and the importance of a no-wait experience. We talked about being positive and full of energy. All of this helps achieve the goal that visitors enjoy being at our booth. They were in a professional environment, saw products that could help their business and they were speaking with people who had answers to their questions. We wanted visitors to leave our booth excited and optimistic about a better future after partnering with ALLDATA!

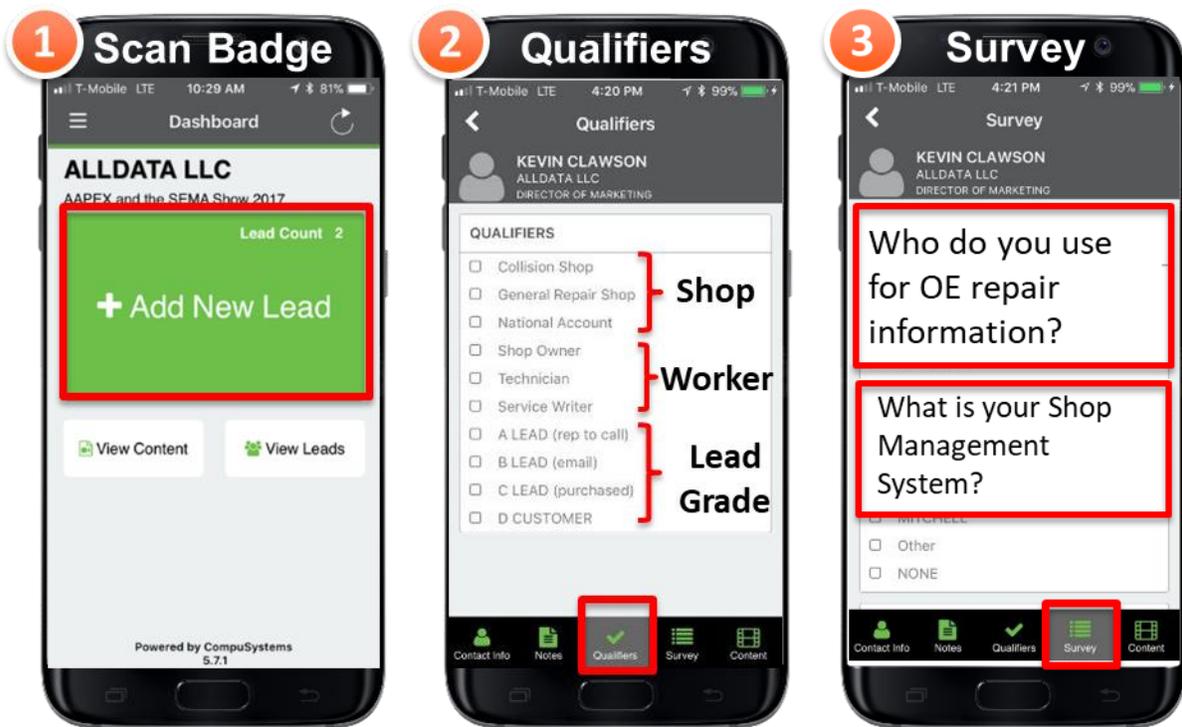
CRITERIA #4: EXHIBIT MANAGEMENT

MISCELLANEOUS (CONT.)

As part of staff training, we discussed the critical importance of capturing leads and trained the staff to use the lead capture app.

Using the app below, our staff captured 400 leads from booth visitors. Each visitor was categorized and each lead graded. Then the staff completed a brief survey.

The following images show the lead scanning app and the three-step process for capturing a lead:



Lead scanning app instructions for booth workers

CRITERIA #4: EXHIBIT MANAGEMENT

BOOTH IMAGES

Training included showing the booth staff images of the booth so they had an idea about how it looked and how it was laid out. We also reviewed the videos and booth presentations.



Top view graphic of the booth (30x30 space)

CRITERIA #4: EXHIBIT MANAGEMENT

BOOTH IMAGES (CONT.)



Floor-level image of the booth



Floor-level picture of the booth

CRITERIA #4: EXHIBIT MANAGEMENT

BOOTH IMAGES (CONT.)



Booth side-view

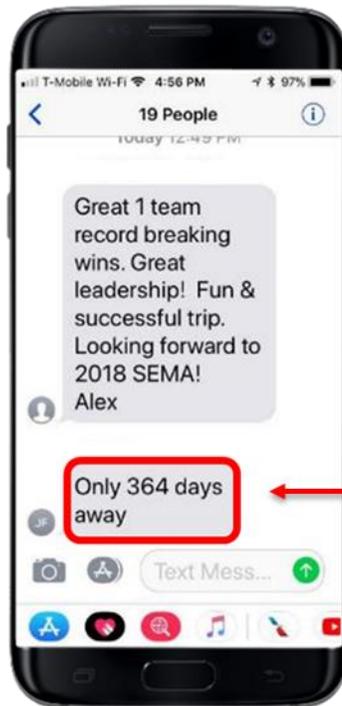
GO TEAM!



The booth workers are excited and ready

CRITERIA #4: EXHIBIT MANAGEMENT

BOOTH IMAGES (CONT.)



Booth workers are still excited about SEMA at the end of a long week!

CRITERIA #5: INTEGRATED MARKETING

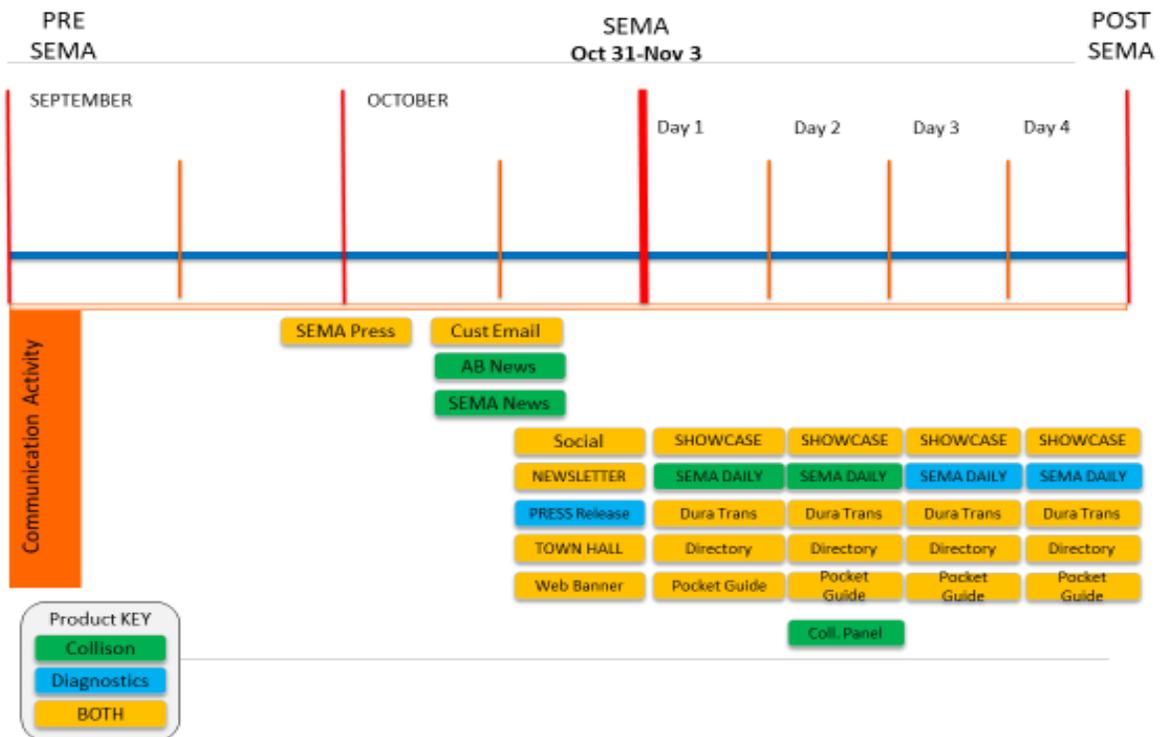
OVERVIEW/PLANNING

Integrated marketing was critical to ALLDATA’s success at SEMA in 2017. Historically, ALLDATA focused heavily on digital marketing for this show with solid success. The plan for 2017 was to maintain digital marketing platforms from 2016 and add a few new elements.

The elements of integrated marketing for ALLDATA at SEMA include: digital (newsletter, web, email, and social media), show sponsorship, press, product showcase, and print advertising. These campaign elements are integrated by a common theme (a defined messaging hierarchy and a campaign creative) so each element of the integrated campaign has a common look and feel.

Most of the integrated campaign elements execute within one month of the show. Mapping the elements to a timeline creates a visual of when things are published and helps keep the development team on track. The chart below illustrates the integrated marketing elements and timeline.

SEMA COMMUNICATIONS/CREATIVE TIMELINE



**CRITERIA #5: INTEGRATED MARKETING
MANAGEMENT OF INTEGRATED COMMUNICATIONS**

The chart below shows the integrated communications used for SEMA 2017:

MANAGEMENT OF INTEGRATED MARKETING COMMUNICATIONS				
Communication method	Rationale for use	Audience	Measurable Goal	Assessment
Integrate messages through communications	Tie into each campaign	Show attendees and ALLDATA customers	Every campaign is aligned in messages	Staff survey
Newsletter	Strong existing reach	ALLDATA customers and prospects list	Beat 2016: 100K sends, 1000 clicks	Clicks
Email alert	Strong existing reach	ALLDATA customers and prospects list	Beat 2016: 100K sends, 900 clicks	Clicks
Show bundle email	Strong existing reach	ALLDATA customers and prospects list	Beat 2016: 95K sends, 500 clicks	Clicks
Post-show bundle	Strong existing reach	ALLDATA customers and prospects list	Beat 2016: 100K sends, 850 clicks	Clicks
Newsletter post-show	Strong existing reach	ALLDATA customers and prospects list	Beat 2016: 100K sends, 750 clicks	Clicks
Dura-trans	High visibility during show	All show attendees	50,000 views	Attendee views
Pocket guide	High visibility during show	All show attendees	30,000 views	Show distribution
Directory	High visibility during show	All show attendees	80,000 views	Mail distribution
Press	Generate "NOISE" during the show	Industry press	Articles written	Article viewership
Product showcase	High visibility during show	Industry press, prospects	5000 views 60 leads	Press articles, views, leads
Social media	Maintain follower interest	ALLDATA customers	Social posts	Posts, likes

CRITERIA #5: INTEGRATED MARKETING

MESSAGE HIERARCHY

ALLDATA’s objectives at SEMA are set – SELL, SELL, SELL! With the elements of integrated marketing set, now it was time to develop the campaign to drive traffic to the booth. Each campaign element must be aligned in look and feel. To ensure campaigns are aligned, we created a messaging hierarchy.

This hierarchy enabled everyone working on SEMA campaign creation to know the focus products and key messages. The chart below shows the hierarchy:

SEMA 2017 Key Products and Messaging Hierarchy	
ALLDATA brand	Tagline: Automotive Intelligence <ul style="list-style-type: none"> • Taking automotive intelligence to the next level. • The industry’s #1 choice for OEM-direct repair data. • Trusted by 115,000 repair shops.
ALLDATA Collision Advantage	<ul style="list-style-type: none"> • The power of ALLDATA Collision. The protection of ALLDATA Estimate Integration. • Analyze estimates in seconds and display on one screen: <ul style="list-style-type: none"> ○ OEM alerts, procedures and vital repairs. ○ Manufacturer positioning statements. • Streamline your workflow. Limit liability.
Interactive Color Wiring Diagrams	<ul style="list-style-type: none"> • 300,000 non-OEM electrical color wiring diagrams. • View or print multiple diagrams side by side. • Highlight/hide wires and components.
ALLDATA Diagnostics	<ul style="list-style-type: none"> • The only scan tool with the power of ALLDATA built in.

CRITERIA #5: INTEGRATED MARKETING

THE CREATIVE CENTERPIECE

Once messaging is ready, the creative concept/creative centerpiece can be devised. This becomes the foundational look for the show.

The centerpiece creative for our campaign contains a brand introduction statement plus three product messages. This centerpiece was used in the SEMA Show Directory.

Brand Introduction

TAKING AUTOMOTIVE INTELLIGENCE TO THE NEXT LEVEL

THE INDUSTRY'S #1 CHOICE FOR OEM-DIRECT DIAGNOSTIC AND REPAIR DATA.

Product #1 Collision Advantage

STREAMLINE YOUR WORKFLOW. LIMIT LIABILITY.

ALLDATA COLLISION ADVANTAGE

The power of ALLDATA Collision®
The protection of ALLDATA Estimate Integration.

Product #2 Wiring Diagrams

NEW INTERACTIVE COLOR WIRING DIAGRAM

- View or print multiple diagrams side by side
- Highlight/Hide wires and components
- Pan or Zoom within a diagram

Product #3 Diagnostics

INTRODUCING ALLDATA DIAGNOSTICS

The only scan tool with the power of ALLDATA built in.*

*Requires ALLDATA Repair® or ALLDATA Collision subscription.
©2017 ALLDATA LLC. ALLDATA, ALLDATA Repair, ALLDATA Collision, ALLDATA Mobile is a registered trademark. All other marks are property of their respective owners.

**LIVE DEMOS
SEMA #10631
NORTH HALL**

SEMA Show Directory featuring key product messages

CRITERIA #5: INTEGRATED MARKETING

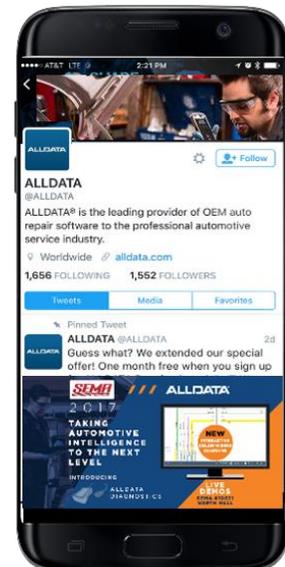
CAMPAIGN LEGS

With the centerpiece complete, offshoot creatives were developed for elements of the integrated campaigns, each focusing on individual products. Each element had a similar feel, with a specific product focus. These creatives were used in printed show posters, web banners, social media posts, and email. Creative examples are as follows (bigger images are in the appendix):

DURAN TRANS PANELS
BY REGISTRATION DESK



ALLDATA.COM BANNER & FACEBOOK POST



CRITERIA #5: INTEGRATED MARKETING

NEWSLETTERS AND EMAIL EXAMPLES

ALLDATA NEWS October 2017



SEMA 2017
ALLDATA
TAKING AUTOMOTIVE INTELLIGENCE TO THE NEXT LEVEL

Going to SEMA? Be sure to stop by the ALLDATA Booth, #10631/North Hall

This is ALLDATA's 11th year at SEMA, and it's by far the biggest for us in terms of new technology solutions designed to save shops time, increase productivity, and ensure safe, OEM-accurate repairs. We've got lots to show you, and ALLDATA product experts will be doing live demos, every day, all day. ALLDATA's own Dean Ricciardulli will be participating in a panel workshop, Management: Building a Bigger Estimating Toolbox, on Wed., November 1st (see below for more info) ... [More SEMA](#)

Get SEMA-Exclusive Specials [Learn More](#)

TECH TIPS From the ALLDATA Tech-Assist™ Team:
Simple fix for Sentra

7aid=TV2%3A1fL0bTSAX

ALLDATA NEWS November 2017



SEMA 2017 WRAP UP
ALLDATA
 AUTOMOTIVE INTELLIGENCE
1st Place Award Winner
 2017 SEMA New Products Showcase Awards for "Collision Repair and Refinish"

SEMA: Looking back & moving forward

The racing checkerboard flooring at the ALLDATA booth turned out to be symbolic of the fast pace on the SEMA show floor. It's no wonder the action was non-stop – there was more to talk about than ever before, including our new branding, "Automotive Intelligence." What else was new? ... [More SEMA Best](#)

Best of SEMA

In addition to all the excitement at the ALLDATA booth, there was a lot going on at SEMA. A lot. Here are some of our favorite "Best of" recap articles to give you a sense of its total auto immersion ... [More Best of SEMA](#)

 **The Car Doctor interviews ALLDATA's VP of Product Strategy**

4eTV2%3A1fVmdlRBFT

SEMA 2017
ALLDATA
TAKING AUTOMOTIVE INTELLIGENCE TO THE NEXT LEVEL



Take your shop to the next level.
 ALLDATA Booth #10631/North Hall

Our newest technology solutions are truly game-changers. In the market for a scan tool? Be sure to check out **ALLDATA Diagnostics**, the only scan tool solution that turns a tablet into a scan tool, and the only scan tool solution with the power of ALLDATA built in.

Want to limit your shop's liability, with estimates that are complete and OE-accurate, the first time? Try **ALLDATA Collision Advantage**. It analyzes estimates in seconds and gives you OEM procedures, alerts, vital repairs, and manufacturer positioning statements, all on a single screen.

Not going to SEMA? No problem.

[See what we'll be showing.](#)

ALLDATA News (newsletters) featuring SEMA, Email blast with SEMA focus

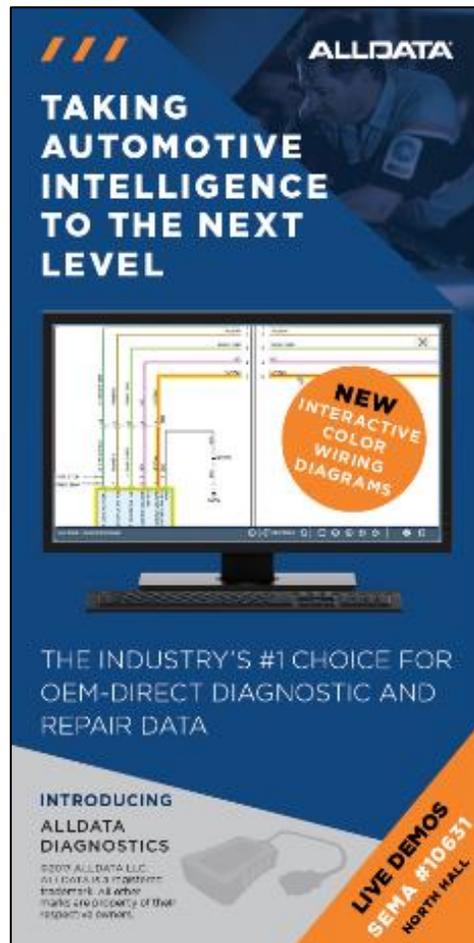
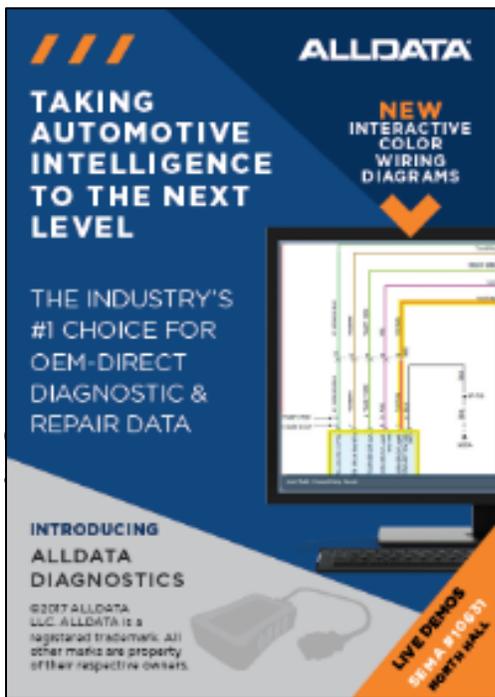
CRITERIA #5: INTEGRATED MARKETING

SPONSORSHIP

Our integrated campaign included a show sponsorship. We purchased elements that would be seen by all visitors, both pre-show and onsite. This included ads in the show directory, pocket guide, and SEMA Daily News, as well as on-site signage by the registration counter. The show directory is sent to all registered attendees the month prior to the show, which allows them to look through the magazine and make plans to visit booths of interest.

The other print items (pocket guide and SEMA Daily News) are available onsite at the show. The goal of the sponsorship elements was to create awareness for ALLDATA and create a desire to visit our booth. We did not implement a way to measure the impact of the sponsorship. The overall results of our show demonstrate a significant increase in sales, which is due to many factors, likely including traffic driven to the booth due to the sponsorship.

For future years, I will work to define a way to measure the impact of the sponsorship.



SEMA Daily News creative and SEMA Pocket Guide creative

CRITERIA #5: INTEGRATED MARKETING**PRODUCT SHOWCASE**

One way show management recommended to get products in front of more prospects at SEMA is through the product showcase. New attendees and press are guided to the product showcase to review products that can be seen at SEMA. Showcase products are judged for best of show awards.

ALLDATA did not participate in the showcase in previous years, but we followed the recommendations of show management and entered three products into the showcase in 2017. Because our product is software, we created a product demonstration video for each product. Each video was loaded on a separate tablet, which was setup to run continuously for the entire week of the show. Showcase visitors saw a running video of each product, so they understood the features and benefits of each product.

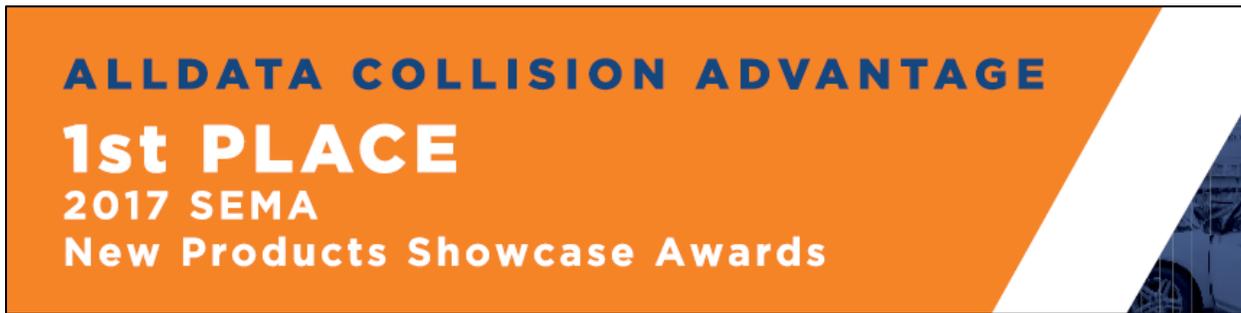
Show management indicates approximately 8,000 attendees visit the product showcase during SEMA. We received 54 requests for information, though no direct sales resulted from the showcase. We were excited to win an award for best new product. ALLDATA received a lot of press from the SEMA show for the award. We created a banner announcing the award, which hung on our booth during the show. The award and the resulting press coverage helped drive traffic to the booth and validate ALLDATA as a reputable company with whom to partner.



Product showcase: Collision Advantage introduction screen

CRITERIA #5: INTEGRATED MARKETING

SHOWCASE RESULTS: CHAMPIONS OF THE WORLD!!



CRITERIA #5: INTEGRATED MARKETING

PRESS

SEMA creates a lot of press and buzz. We wanted our share of press but did not expect to be able to generate much buzz during the show. SEMA has a press portal, where we uploaded information about our company and individual products prior to the show. The press uses the information when writing articles about SEMA.

We had a press announcement about our new diagnostics product for demonstrations at the show, which received some pick-up. We were surprised to unexpectedly win the award for Best New Product and the great part was the SEMA Show pushed the award in the press. Press articles about ALLDATA during SEMA totaled 106 full-text placements, with a potential reach of 200 million viewers. I am not able to specifically measure the impact of the press on sales, but our booth was busy all the time and sales increased significantly in 2017. My learning about press for next year: do everything the same. Fill the press portal with company information and put as many products into the product showcase as possible. The press creates awareness and drives traffic to the booth.

Nasdaq
GlobeNewswire

Sign In Register Search English Français

ALLDATA
AUTOMOTIVE INTELLIGENCE™

ALLDATA to Debut Next-Generation Technology at SEMA that Turns a Tablet into a Powerful Scan Tool

SEMA 2017 – Booth 10631, North Hall

October 25, 2017 10:05 ET | Source: ALLDATA, LLC

ELK GROVE, Calif., Oct. 26, 2017 (GLOBE NEWSWIRE) -- ALLDATA, an AutoZone company, is marking its 11th year at the annual SEMA (Specialty Equipment Market Association) exhibition with the launch of ALLDATA Diagnostics. This next-generation technology turns a tablet (Android, Windows 10, or iOS) into a powerful, professional scan tool – an industry first. It's the only scan tool solution with ALLDATA Repair® or ALLDATA Collision® built in, which means that codes link directly to relevant OEM-direct articles, as well as ALLDATA's new interactive color wiring diagrams.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/400e3c82-28eb-45f8-b738-f852bf464bc2>

Instead of housing scan tool software in a bulky, hand-held unit, ALLDATA Diagnostics has a Vehicle Connection Interface (VCI) device that attaches to the vehicle's OBDII port. It links wirelessly via Bluetooth to an Android, Windows 10, or iOS tablet, giving techs the flexibility to perform scan tool functions directly on the tablet from whatever location in or around the vehicle best suits their needs. This functionality is a first in the scan tool market, and only ALLDATA has it.

The VCI device is included in the ALLDATA Diagnostics subscription price, eliminating hefty up-front costs for shops. The system works with Android, Windows 10, or iOS tablets and requires a subscription to ALLDATA Repair or ALLDATA Collision. There's no charge for software or data updates; they're included in the subscription price. ALLDATA Diagnostics will be available for pre-sale at SEMA.

"We're thrilled to bring this game-changing scan tool solution to our customers," said Mitch Major, Vice President, Commercial Support, AutoZone and President, ALLDATA. "In addition to the convenience of fully-integrated access to ALLDATA Repair or Collision, shops can repurpose their own computer tablet and turn it into a scan tool."

ALLDATA Diagnostics delivers all the functionality technicians expect in a professional-level scan tool, with coverage for domestic, Asian, and European vehicles. They can retrieve and clear manufacturer P, B, C, and U codes. The scan tool also reads and displays PIDs, providing live sensor data from all modules/vehicle systems and offers bi-directional component control.

ALLDATA Diagnostics

ALLDATA Diagnostics turns a tablet (Android, Windows 10, or iOS) into a professional-level scan tool with the power of ALLDATA built in – an industry first. It has a VCI (Vehicle Connection Interface) device that attaches to the vehicle's OBDII port and links wirelessly via Bluetooth to the tablet.
ALLDATA, LLC

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Elk Grove, California, UNITED STATES
<http://www.alldata.com>

Stock
ALLDATA, LLC (NYSE:AZO)

589.00 CHANGE:

Oct 24, 2017 - 7:24PM EST

Day's Range: 576.92-590.93
Open: 586.47
Previous Close: 589.00
TBO: 28,030,696
Market Cap: 16.51B
Day's Volume: 353,718
Quote Data is Delayed 20 Minutes

Media Files
ALLDATA Diagnostics
iPEBS - 374 x 600
IMAGE URL | Copy the link below
<http://globenewswire.com/Att>

Press release on NASDAQ during SEMA

CRITERIA #5: INTEGRATED MARKETING

PRESS (CONT.)

Press announcement for ALLDATA's SEMA Award



ALLDATA wins SEMA New Products Showcase Award
ALLDATA Collision Advantage won the 2017 SEMA New Products Showcase award for "Collision Repair and Refinish."

Facebook Live interview of ALLDATA's President

A Live Tutorial of SEMA's Best New Product Winner, ALLDATA Collision

November 1, 2017 No Comments

 ORDER REPRINTS

KEYWORDS ALLDATA COLLISION DIAGNOSTICS SEMA



Posted by Fend...
533 Views

CRITERIA #5: INTEGRATED MARKETING

DIGITAL OUTREACH

For digital marketing lead generation, we followed a similar course as established in 2015 for SEMA. If something works well, don't fix it—optimize it! ALLDATA has a successful track record with digital campaign elements in the ALLDATA newsletter and with direct pre- and post-show emails. Digital outreach also includes web banners and social media posts.

In **CTSM course 31517, Integrated Marketing Communications**, I learned the necessity of setting measurable benchmarks and planning ahead to develop repeatable benchmarks. By following a similar course for 3 years, ALLDATA can now compare results from year to year.

The objective for the campaign was modified in 2017. In 2015 and 2016, show specials were available to anyone. In 2017, the offers were only available to show attendees during the show. We knew the change would reduce digital sales, but we hoped it would increase sales at the show. The campaign elements and results are listed below.

		2015			2016			2017		
Campaigns		Date	Sends	Clicks	Date	Sends	Clicks	Date	Sends	Clicks
PRE-SEMA	Newsletter – SEMA offer	Oct 18	127K	220	Oct 28	100K	990	Oct 12	100K	1100
	SEMA alert	Oct 28	126K	1299	Oct 26	100K	820	Oct 19	100K	980
	SEMA show bundle	Nov 5	60K	757	Nov 3	95K	531	Nov 2	95K	622
POST	SEMA post how bundle	Nov 19	1K	62	Nov 10	100K	865	Nov 9	100K	722
	Newsletter – SEMA wrap-up	Nov 19	55K	224	Nov 28	100K	770	Nov 21	100K	822
	TOTALS		369K	2562		495K	3976		495K	4246
SEMA digital campaign sales (in \$)				\$XXK	2015 vs 2016 13% increase		\$XXK	2016 vs 2017 10% decrease		\$XXK

Digital campaign elements with goals and results

Digital marketing reach was nearly identical in 2017 as previous years. That was a successful result through this established channel. The resulting sales from the digital campaign was ~10% lower in 2017, which was disappointing but expected. Not offering the show specials to the broad audience reduced online sales. Would at-show sales increase? I hoped so.

What I learned in 2017 is we need to have two offers in future years: specials for the show floor and a special for people who do not attend the show. It's similar to Black Friday specials the day after Thanksgiving: Stores list deeply discounted items if you wait in line at the store starting at midnight while having different online specials for Cyber Monday that offer a smaller discount that is still appealing.

CRITERIA #5: INTEGRATED MARKETING**DIGITAL OUTREACH (CONT.)**

Web banners ran on the company website, www.alldata.com, through the week of SEMA. The banners generated awareness for ALLDATA being at SEMA, with a strong focus on learning about the new products. All web banners linked to a show landing page with more information about the product. The landing page included a link to a form to fill out to have an ALLDATA sales person call them. All clicks and sales calls were monitored and sales tallied for the results on the digital campaigns.

Social media is not a focus for ALLDATA. We have tested using it as a sales channel and found that company followers are current users who want to keep in contact with ALLDATA. Because social media is not a focus, I did not break out a separate campaign for social media. We made posts during SEMA with minimal effort.

The ALLDATA monthly newsletter was a strong focus. The newsletter featured SEMA in the months pre-show and post-show. We also sent emails to a database of approximately 200,000 customers and prospects that had been collected over years. The purpose of the emails was to generate awareness that ALLDATA will be at SEMA. As mentioned, this year we did not offer the show special through email, which reduced the results of the digital campaigns. The show special at the show created an incentive to buy at SEMA and sales skyrocketed.

Next year, we plan to follow the same course for the digital campaign and add an online cyber special.

CRITERIA #5: INTEGRATED MARKETING

INTEGRATED CAMPAIGN RESULTS

The following chart shows the results from integrated marketing:

Communication Method	Rationale for Use	Audience	Measurable Goals	Assessment	Results	Recommend for 2018
Integrate messages through communications	Tie into each campaign	Show attendees and ALLDATA customers	Every campaign is aligned in messages	Staff survey	Positive staff feedback	Keep the same in 2018
Newsletter	Strong existing reach	ALLDATA customers and prospects list	Beat 2016: 100K sends, 1000 clicks	Clicks	100K sends, 1100 clicks	Keep the same in 2018
Email alert	Strong existing reach	ALLDATA customers and prospects list	Beat 2016: 100K sends, 900 clicks	Clicks	100K sends, 980 clicks	Keep the same in 2018
Show bundle email	Strong existing reach	ALLDATA customers and prospects list	Beat 2016: 95K sends, 500 clicks	Clicks	95K sends, 622 clicks	Keep the same in 2018
Post show bundle	Strong existing reach	ALLDATA customers and prospects list	Beat 2016: 100K sends, 850 clicks	Clicks	100K sends, 7220 clicks	Keep the same in 2018
Newsletter post-show	Strong existing reach	ALLDATA customers and prospects list	Beat 2016: 100K sends, 750 clicks	Clicks	100K sends, 822 clicks	Keep the same in 2018
Dura-trans	High visibility during show	All show attendees	50,000 views	Attendee views	80,000 views	Keep the same in 2018
Pocket guide	High visibility during show	All show attendees	30,000 views	Show distribution	40,000 views	Keep the same in 2018
Directory	High visibility during show	All show attendees	80,000 views	Mail distribution	100,000 views	Better ad position in 2018
Press	Generate "NOISE" during the show	Industry press	Articles written	Article viewership	106 placements, 200M viewers	Keep the same in 2018
Product showcase	High visibility during show	Industry press, prospects	5000 views 60 leads	Press articles, views, leads	106 articles, 8000 views Won 1st place award	Keep the same in 2018
Social media	Maintain follower interest	ALLDATA social media followers	Social posts	Posts, likes	5 posts, 38 likes	Increase effort in social to test social impact again

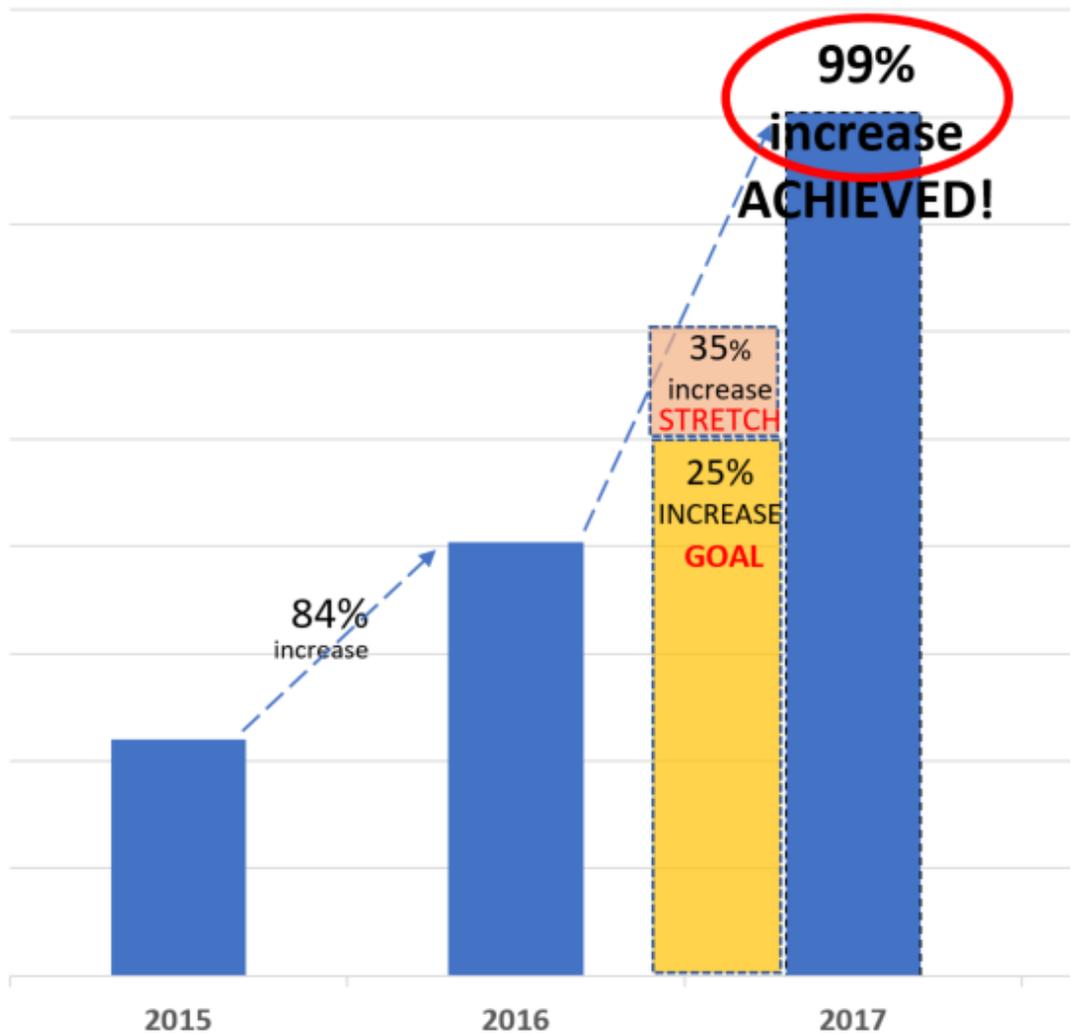
Integrated marketing campaigns with results and recommendations

CRITERIA #6: REPORTING RESULTS

RESULTS

SEMA 2017 was a HUGE success for ALLDATA. We blew away almost every goal! The primary objective was sales, which is what ALLDATA executives pay attention to the most. The results speak for themselves in the chart below. We grew sales 99% over 2016!

SEMA Revenue



We took the SEMA goal and BLEW IT AWAY!!

CRITERIA #6: REPORTING RESULTS

RETURN ON INVESTMENT

The ROI (Return on Investment) calculation is a good measure of show effectiveness. Often, trade shows have a low ROI because all results are not measured. Much of the value of attending a show is brand visibility and customer meet-and-greet which requires creativity to track. I was surprised to learn in **CTSM Course 149, (Trade Show ROI: From Cost Center to Profit Center)** that “Less than half of tradeshow companies track ROI at shows.” Knowing this encouraged me to track ROI so my event program would be a step ahead of programs that do not track ROI. I worked with finance to understand company ROI targets. ALLDATA’s target at events is an ROI of .50. This means for every dollar spent on the event, sales at the show pay for all event expenses *plus* an incremental 50 cents for every dollar spent. For SEMA 2017, the ROI was 1.68! Phenomenal. This means show sales covered all of the expenses and made an additional \$1.68 for every dollar spent. This is more than 3 times the expected result for an event attended by ALLDATA.

SEMA 2017

**RETURN ON
INVESTMENT**

$$\frac{\$XXXK_{\text{(Gain)}} - \$XXXK_{\text{(Cost)}}}{\$XXXK_{\text{(Cost)}}} = 1.68 \text{ (168\% ROI)}$$

ROI calculation for SEMA 2017

CRITERIA #6: REPORTING RESULTS

MORE RESULTS

Strategies	Tactics to accomplish	How to measure success	Measurable goals	Results	Recommendations
Close sales at SEMA	Generate booth leads	Number of leads	Capture 300 leads from booth visitors, beat 2016 sales by 25%	400 booth leads, beat 2016 sales by 99%	Increase leads to drive an increase in sales
	Invite customers and prospects to visit ALLDATA at SEMA	Email invite to ALLDATA customers and prospects	Email 100K customers/prospects 900 Clicks	100K email send 980 clicks	Continue the same email. Consider purchase of SEMA attendee list
Increase brand awareness	Use show sponsorship to reach new prospects	Views of sponsorship ads	100K views of sponsorship ads by SEMA attendees	220K views of all sponsorship ads	Continue same sponsorship and find ways to track effectiveness
	Press coverage of ALLDATA	Press articles about ALLDATA, views	Achieve 10 press articles, with 1M views	106 press articles, 200M views	Work to win an award in product showcase again
Close sales outside of SEMA	Product bundle email	Sales from SEMA emails	10% increase in sales over prior year (2016)	10% decrease in sales over 2016	Develop creative cyber specials to close more sales online

Sales is the key result from the show. For post-show reporting, I create a presentation with results and present to the executive team. I delivered information on sales metrics, feedback from the employee survey, learnings from managing the show from my co-worker and me, and recommendations for next year. Here are a few additional insights from the show. This is feedback collected from the employee survey:

- **PRESS IMPRESSIONS**
 - All of the press resulted in 200 million impressions from 106 full-text placements. Not bad for growing brand recognition and reinforcing ALLDATA as a trusted advisor in the industry.
- **TRUSTED ADVISOR STATUS**
 - Our national account team held more than twenty private meetings with key customers during SEMA. After the meetings, many customers stopped by the
 -

CRITERIA #6: REPORTING RESULTS**MORE RESULTS (CONT.)**

- ALLDATA booth and were impressed with our presence and professionalism. This strengthened the relationship.
- **PARENTAL RESPECT**
 - AutoZone (ALLDATA's parent company) does not participate in SEMA. In 2017 the President of AutoZone attended SEMA to visit our booth. His feedback was, "Great show, fantastic staff and show presence." Because of our results, AutoZone will have a booth at SEMA for the first time in 2018. ALLDATA has earned the respect of AutoZone in trade show management.
- **EMPLOYEE MORALE**
 - The teamwork and unity of the booth team at SEMA was magical! Seventy percent of the sales reps achieved their sales quota for the month during SEMA. Being on the SEMA booth staff has become an incentive. Two months prior to SEMA, the salespeople with the highest sales (year to date) are invited to be part of the SEMA. Being selected to be on the SEMA sales team is like being crowned as a sales champion of the world!

CRITERIA #7: CONCLUSION**SEMA KEY LEARNINGS**

Managing ALLDATA's presence at SEMA 2017 was a treat because I put so much energy and effort into the show and the results were highly satisfying. Our planning through the year was precise and we worked hard to stay on task. The result was smooth planning and low stress. I will manage SEMA 2018 the same way.

In 2017 we focused our energy on optimizing our show presence (vs 2016) through minor changes and small adjustments. We had the same booth, the same amount of staff and the same marketing campaigns. We provided more staff training, minor booth modifications and more direct messaging. The small adjustments reaped big returns.

The next challenge will be increasing sales in 2018. I am optimistic because I have taken many Exhibitor training classes in the past year that have given me ideas for improvements to the SEMA program (discussed below). I have learned when things are working, just make little adjustments to optimize.

In **CTSM Course 417, Do Your Own Staff Training**, we learned 80% of what people remember from a show is the booth staff. Having the right staff was foundational to our success in 2017. We had the right staff at SEMA. But, while having the right salespeople is important, having the right sales manager is critical. The sales manager is the ringmaster, the critical hinge for the staff, and can drive results to the highest highs or plunge results to the lowest lows. We had the right ringmaster in 2017 as well.

After SEMA, to show our appreciation for the booth staff and to strengthen team unity, we created a slideshow that captured the feelings from the show. Two weeks after the show, we had a lunch for the team and showed the slideshow. It was a hit! Each member of the team wants to be part of the SEMA 2018 team. They are selling like crazy to earn their spot.

Now that you have read about our experience at SEMA 2017, watch the slideshow to feel what it was like being part of the team. The summary slideshow is included on the USB drive submission of this packet.

SEMA 2018 RECOMMENDATIONS

I learned 3 additional items in the CTSM program to incorporate into our 2018 SEMA plans:

- **CTSM Course 109, Measure the Value of Trade Show Participation:** I learned a tangible measure of ROI is travel avoidance savings, the cost saved by meeting with many customers at one event vs. the cost of traveling to each customer. We will measure this at SEMA 2018!

CRITERIA #7: CONCLUSION

SEMA 2018 RECOMMENDATIONS (CONT.)

- **CTSM Course 603: Create Engaging Experiences:** I learned about the importance of storytelling in content. Each story should include a decision to act, the action and consequences of the action. Including these three elements in content will help users identify with ALLDATA products.
- **CTSM Course 322: No Exhibit is an Island:** We discussed the importance of creating a dashboard with benchmarks to enable auditing events to measure success from year to year. One way to compare the value of participation is to measure the ROI per square foot of booth space. Then participation can be compared across events.

Strategies to incorporate the recommended changes are as follows:

Strategies to support change	Tactics to accomplish	How to measure success	Measurable goals
Add travel avoidance to event dashboard	Document all sales meetings at each event to calculate travel savings	Travel avoidance savings is reviewed as part of results evaluations	Each event should eliminate travel to 3 customer visits
Incorporate story telling principles to customer engagement	Add the 3 steps of storytelling as mandatory fields in the creative brief request form	Evaluate content based on the customer experience and storytelling	10% uplift in digital campaign results by incorporating storytelling
Measure ROI across all events	Add all events into Microsoft Dynamics Customer Relationship Management (CRM) solution at ALLDATA	Every event is listed in MSD and shows the ROI	Evaluate all events at the end of the fiscal year and eliminate events with a negative return

CRITERIA #7: CONCLUSION**CTSM PROGRAM KEY LEARNINGS**

Effective event managers are strategic, but many event managers are tactical. Sadly, event managers frequently do not have time to be strategic because they are too busy reacting.

The event manager position at ALLDATA was tactical: reactively fighting issues and fielding emergency calls from sales managers in a panic at an event that had minimal planning. All the frantic efforts could have been avoided with some up-front planning and automation.

To shift to strategic event management, we initiated planning. We jumped in front of reactionary mode. We automated systems to get the right booth elements to the right shows at the right time. Sales people could spend less time preparing presentations and more time focusing on customers. Then we started monthly coordination with the sales team to ensure our company was ready for every event.

The RESULTS for ALLDATA: lower stress, lower event costs, improved show presence and increased sales.

The Certified Trade Show Marketing (CTSM) program has helped me understand ways I can systematize and simplify trade show management so my job is less stressful, more enjoyable and yields stronger results. I am excited about the learnings I have been able to implement into my job, but I am eager to apply even more learnings that will help me take event success to an even higher level.

Developing this portfolio helped me think about my job effectiveness and identify ways to utilize learnings from the CTSM program to improve. As I look back on SEMA 2017, I see areas that can benefit from little changes.

I am grateful for the instructors of the Exhibitor classes who have eagerly shared their wisdom that is helping me excel in my role and see a path for future growth.

REFERENCES

Course	Course Title	Page
31318 Required	Beyond the Basics of Booth Selling (ELC #3: Customer focused exhibiting - thinking from their perspective)	13
20118 Required	Selecting the Right Shows: The Critical Decision (ELC #4: Interview show organizers)	14
31318 Required	Beyond the Basics of Booth Selling (ELC #4: Forging your team is essential)	15
62018 Required	The @Show Experience: Understand the Essentials of Exhibit Design (ELC #9: Built to last?)	21
20318 Required	The Nuts and Bolts of Budgeting for Results (ELC #1: Strategic Budget Design)	23
417 Required	Do Your Own Staff Training (ELC #1: Help new staffers by training them)	25
304 Required	Content + Interaction: A Formula for Effective Mktg Impact (ELC #1: Changing relationships between companies and audiences)	25
31517 Required	Integrated Marketing Communications (ELC#5: Set Measurable Benchmarks)	42
149 Elective	Trade Show ROI: From Cost Center to Profit Center (ELC #1: Key Requirements for Sales and Marketing Alignment)	46
417 Required	Do Your Own Staff Training (ELC #1: Communicate the importance of staff's performance)	49
10918 Required	Measure the Value of Trade Show Participation (ELC #15: Most Tangible Measure of ROI, TRAVEL Avoidance Savings)	49
603 Elective	Create Engaging Experiences (ELC #1: The Hero's Journey)	50
322 Elective	No Exhibit is an Island: Building a Bridge to Success (ELC #4: Evaluate your program with trade show audit)	50

APPENDIX

CAMPAIGN CREATIVES

- Primary Creative P.54
- Dura Trans Kiosk P.55
- Dura-Trans creative #1 P.56
- Dura-Trans creative #2 P.57
- Dura-Trans creative #3 P.58
- Web Banners 1&2 P.59
- Web Banners 3 P.60
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- ALLDATA Email P.62
- SEMA Press Release P.63

PRIMARY CREATIVE

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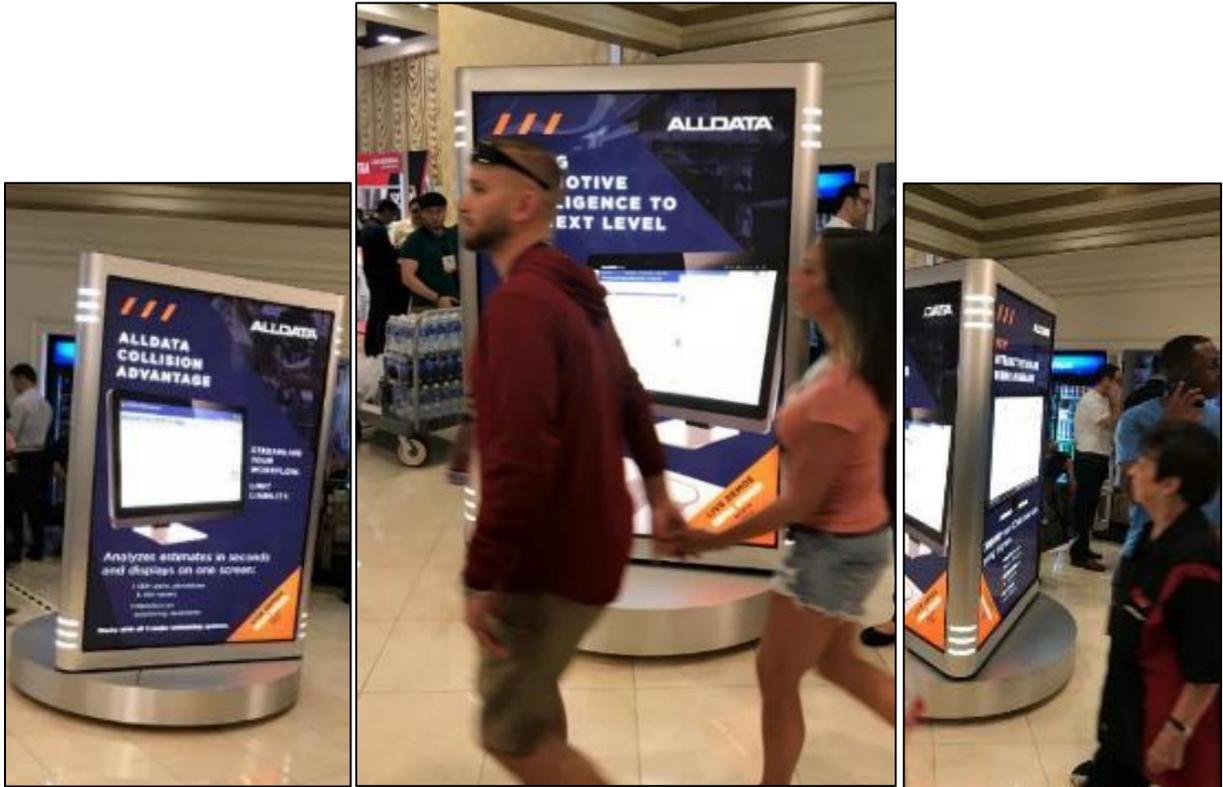
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**LIVE DEMOS
SEMA #10631
NORTH HALL**

APPENDIX: CREATIVES

DURATRANS PANEL KIOSK

This is a picture of the duratrans panel kiosk. ALLDATA has three separate images on this kiosk. The kiosk rotates. Each creative is shown on the following pages.



DURATRANS CREATIVE #1

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**LIVE DEMOS
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HALL**

*ENDING ALLDATA'S PART # ALLDATA IS NOT A SERVICE

DURATRANS CREATIVE #2

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DURATRANS CREATIVE #3

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and displays on one screen:

- OEM alerts, procedures & vital repairs
- Manufacturer positioning statements

Works with all 3 major estimating systems.

**LIVE DEMOS
SEMA #10631
NORTH
HALL**

Estimate	Year	Make	Model	Color	Estimate	Estimate	Estimate	Estimate	Estimate
1001	2014	Ford	Ford Focus	Blue	1001	1001	1001	1001	1001
1002	2014	Ford	Ford Focus	Blue	1002	1002	1002	1002	1002
1003	2014	Ford	Ford Focus	Blue	1003	1003	1003	1003	1003
1004	2014	Ford	Ford Focus	Blue	1004	1004	1004	1004	1004
1005	2014	Ford	Ford Focus	Blue	1005	1005	1005	1005	1005
1006	2014	Ford	Ford Focus	Blue	1006	1006	1006	1006	1006
1007	2014	Ford	Ford Focus	Blue	1007	1007	1007	1007	1007
1008	2014	Ford	Ford Focus	Blue	1008	1008	1008	1008	1008
1009	2014	Ford	Ford Focus	Blue	1009	1009	1009	1009	1009
1010	2014	Ford	Ford Focus	Blue	1010	1010	1010	1010	1010

WEB BANNER #1



WEB BANNER #2



WEB BANNER #3



ALLDATA NEWSLETTER – PRE-SEMA

ALLDATA NEWS October 2017

SEMA 2017

ALLDATA

TAKING AUTOMOTIVE INTELLIGENCE TO THE NEXT LEVEL

Going to SEMA? Be sure to stop by the ALLDATA Booth, #10631/North Hall

This is ALLDATA's 11th year at SEMA, and it's by far the biggest for us in terms of new technology solutions designed to save shops time, increase productivity, and ensure safe, OEM-accurate repairs. We've got lots to show you, and ALLDATA product experts will be doing live demos, every day, all day. ALLDATA's own Dean Ricciardulli will be participating in a panel workshop, Management: Building a Bigger Estimating Toolbox, on Wed., November 1st (see below for more info) ... [More SEMA](#)

Get SEMA-Exclusive Specials [Learn More](#)

SEMA EMAIL BLAST



SEMA 2017
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 ALLDATA Booth #10631/North Hall

Our newest technology solutions are truly game-changers. In the market for a scan tool? Be sure to check out **ALLDATA Diagnostics**, the only scan tool solution that turns a tablet into a scan tool, and the only scan tool solution with the power of ALLDATA built in.

Want to limit your shop's liability, with estimates that are complete and OE-accurate, the first time? Try **ALLDATA Collision Advantage**. It analyzes estimates in seconds and gives you OEM procedures, alerts, vital repairs, and manufacturer positioning statements, all on a single screen.

Not going to SEMA? No problem.

➤ See what we'll be showing.

ALLDATA's AWARD PROMOTED in SEMA MAGAZINE



SEMA EVENTS

SEMA ANNOUNCES NEW PRODUCT AWARD WINNERS

Winners Were Selected From More Than 3,000 Products Entered in 16 Categories

By Chad Simon

The 2017 SEMA Show kicked-off the morning of October 31, with the New Product Awards. The annual competition recognizes outstanding achievements in the development of products being introduced to the automotive specialty-equipment market at the SEMA Show. Products are judged in 16 award categories, and each category has one winner and two runners-up.

Nearly 3,000 products were entered into the 16 different showcase categories to be considered for the SEMA New Product Awards this year. Winners were selected based on a variety of factors that included superiority of innovation, technical achievement, quality and workmanship, consumer appeal and marketability, and more.

The following are New Product Award winners.



Best Collision Repair & Refinish Product Winner
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MiG Buddy-Welding Gun Holder
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