

Wondering how to use your marketing tool-box effectively?

Join us for the second annual Dealer Marketing Meeting to learn how to synchronize your marketing efforts and become a valuable support for sales and the rest of the dealership.

CONNECT THE DOTS BETWEEN

STRATEGY

Learn about Hyster Company's **strategic direction**, Hyster dealer business plans, and supporting marketing programs available to Hyster dealers.

WINNING TARGET CUSTOMERS

From crafting an **impactful message** that sells, to identifying the customer you can win, to supporting your sales team converting customers, learn everything you need to know to **win in target segments**.

DIGITAL MEDIA

A well planned **digital-strategy** can be your most powerful marketing and sales tool. Let the experts show you how to get the most out of web-site and social networking.



WHEN:

Monday, March 21st, 2011
7:30 am

WHERE:

Palmer House, Chicago, IL

NEED INFO? Contact...

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During the Marketing Coordinator meeting we will be announcing the 2011 Marketing Awards:

- Most Comprehensive Plan and Budget Committed
- EWS Award for Web site marketing
- Most Innovative Print Campaign, Customer Event, and Email Campaign

AND WHILE YOU ARE THERE....



Visit the Hyster booth #1503 at ProMat from March 21 – 24th at McCormick Place South in Chicago.



Join us for Hyster's VIP dinner at the Chicago Planetarium on Monday, March 21st, at 7pm

