



ITC - Host Dealer Information/Responsibilities

Host dealers are responsible for providing the following:

- Suitable event location
- Inviting qualified customers (Invitations supplied by Hyster; EDA data supplied by Hyster)
- Event registration/crowd control/Parking
- Host Dealers for Electric Events are **REQUIRED** to provide an **XN model with the specifications listed.**
- Battery charging
- Registration Table
- BBQ buffet style lunch (Hyster subsidized up to \$1000)
- Post event follow-up

Hyster will provide the following:

Competitive Lift Trucks – Crown and Toyota

Invitations (printed & HTML e-mail)

Registration Table Sign-In Booklet and sticky name badges

AV Equipment

Bleachers - 2 sets (Each set unfolded dimensions 5' high x 5' deep x 10' long)

Bleacher Seat Cushions giveaway

Dealer training materials for Day 1

Customer Packets to include:

- Comparison Data & Test Reports
- Scorecards / Feedback Cards / Name Badges
- Sales Brochure
- Padfolio / Pen

The following time line should be followed by host dealers to ensure a smooth event.

Pre-event

45-60 Days Out

Agenda phone call

- Participants: Hyster Regional Team and Dealer Steering Committee
- Review Hyster Responsibilities and Dealer Responsibilities

On-line Registration

Host Dealer must register via on-line registration form. This will start the process for printed and HTML invitations as well as your local press release.



45 Days Out

Printed Invitations

Sent out to potential attendees by the host dealer

E-mail Invitations

Sent out to potential attendees by the host dealer

3 Weeks Out

Event Reminder

Sent out to potential attendees by the host dealer

2 Weeks Out

Submit Kit Order (on-line)

Host Dealer must submit the number of registered attendees for Day1 and Day2 via the on-line Kit Order Form.

1 Week Out

Preparation

Host Dealer should prepare the area for the event.

Telephone Reminders

Host Dealer is expected to call **every** potential attendee customer to ensure full commitment.

1 Day Before the Dealer Training Day

Hyster participants will arrive at the host dealership by 4:00pm to review Event site.

Truck Delivery

ITC trailer will arrive with lift trucks, AV Equipment, and bleachers. Unfolded the bleachers dimensions are 5' high x 5' deep x 10' long and there are two sets on the trailer that hold 30 people each)

Truck Set-up

Host Dealer will inspect trucks, clean and make sure trucks are functional and batteries are charged.

Note: host dealer must have battery charging capabilities.

Event

Day 1 - Final Set-up & Dealer Training



Complete Set-up

Hyster Team - Make final preparations - check truck settings, battery status, set-up sound system, demonstration areas and set test cycle.

Dealer Team - Set-up registration/crowd control responsibilities

Telephone Reminders

Dealer Account Managers work phones to contact confirmed attendees.

Dealer Training - 10:00am

Dealer Training begins

Day 2 - Customer Event

Welcome Desk – 9:30 am

Welcome Desk Opens and Dealership tours

Event Begins -

10:30 am

Welcome/Introductions (Dealer Mgmt)

Wrap-Up

Dealer Management

Post Event

Day After Event

Thank you cards

Host Dealer will send out thank you acknowledgement to all customers in attendance (Hyster provides printed thank you cards)

7-14 Days After Event

Follow-up Calls

Host Dealer (Account Manager) will follow-up by telephone with attendees.

Hyster will send out post-event survey to email addresses of attendees.

30 Days After Event

Follow-up Letter

Host Dealer will send a follow-up letter to attendees.