



HYSTER INVITATION TO COMPARE II EVENT

REACH TRUCK EVENT

Competitive Equipment

New Raymond Reach. New Crown Reach. (Provided by Hyster)

Hyster Equipment

2 new Hyster Reach trucks – one forward stance; one side stance. (Provided by Hyster)

FORTIS TRUCK EVENT

Competitive Equipment

New Caterpillar 8,000 lb. model. New Toyota 8 series 5,000 lb. model. (Provided by Hyster)

Hyster Equipment

New Hyster H80FT. New Hyster S50FT. (Provided by Dealer.)

PROGRAM DAY 1 – Dealer Training

'In the Iron' Training and Demonstration conducted by Hyster personnel to Dealer personnel, beginning at 1:00 pm.

PROGRAM DAY 2 – Customer Event

10:00 am – 12:00 Noon

'In the Iron' Comparison / Demonstration conducted by Dealer personnel; supported by Hyster team.

12:00 Noon – 1:00 pm BBQ – arrangements made by Host Dealer; Hyster will subsidize.

1:00 pm Ride & Drive / Departure

All event training materials; comparison data, pre-event printed materials, giveaways, test reports, scorecards and brochures provided by Hyster.

Any additional Dealer material, i.e. dealer brochure, sample quotes etc., provided by Dealer. You should also consider an open house or facility tour to coincide with the event – to demonstrate other Hyster/Dealer capabilities.

AREA REQUIRED

Dealer to provide area to accommodate 4 reach trucks and up to 100 people. Loads and racking not essential; but good to have if possible. Fall back plan to hold inside for inclement weather is preferred.

TIME LINES

60 DAYS OUT

Host Dealer sends in "Host Requirements Form" (enclosed). Hyster ships dealer packet to participating dealers, to include printed invitations/rsvps, postcard reminders; as well as email invitation and press release for dealer to send to local publications. Host dealer should establish committees for event team: site prep, truck prep, food & beverage, welcome, traffic control, parking, invitation.

45 DAYS OUT

First invitations sent by dealer to potential attendees. *Any visiting dealer should advise host dealer of expected participation. Contact Wanda Woods ahwwoods@hyster.com or (252) 931-5681 if you're interested in participating and you are not a host dealer.*

2-3 WEEKS OUT

Dealers send out reminder to potential attendee customers. Any visiting dealers participating should confirm to host dealer number of attendees. Any participating dealer should contact Wanda Woods ahwwoods@hyster.com or (252) 931-5681 with the number of dealer people to be trained; plus the number of customer attendees so shipments can be made accordingly.

1 WEEK OUT

Host Dealer to prepare area.

Host Dealer to work phones calling every potential attendee customer to ensure full commitment.

Receipt of event material shipped from Hyster.

DAY BEFORE

Meeting of Hyster Team / Dealer Team. Hyster to deliver trucks. Host dealer to inspect trucks; clean, make sure trucks are functional, charge batteries, etc. (Host dealer must have battery charging capabilities.)

DAY 1

Finish set-up.

1:00 pm - Training session start for Dealer Personnel.

DAY 2

9:30 am - Customer arrival and registration.

10:00 am - Customer Event

12:00 pm BBQ

1:00 pm – Ride and drive opportunity.

DAY AFTER EVENT

Thank you acknowledgment to each (sent out by Dealer / Hyster to provide printed thank you cards).

+7-14 DAYS

Follow-up call with customer by Account Manager (Dealer).

+30 DAYS

Follow-up letter sent by Dealer to every customer.

PRE-EVENT PACKET – Sent to Dealer from Hyster

Printed invitations.

Email invitation.

Press release for local publications.

EVENT PACKET – Sent to Dealer from Hyster

Test reports, scorecards, brochure.

Event feedback postcard.

Name Badges (sticker type).

Registration form.

Clipboard / pen giveaway.