

Making Money with CorelDRAW Road-Show Spring 2008 – Report to Sponsors

Dear Road-Show Sponsor

Thank you for your sponsorship of the **Spring 2008 Making Money with CorelDRAW Road Show**. Here is a recap of our efforts on your behalf.

As you know for 2008 we made some changes to the basic program we had in 2007. These changes have produced some great results.

Here is what we did:

1. ***We initiated the on-line Digital Road Show to augment the physical show.*** The program was designed to allow visitors, who could not attend the physical show, to view sponsor's offerings. This expands the sponsor's advertising, marketing, and branding recognition among key prospects, i.e. people who have expressed a desire to expand or start a business.
2. ***The Spring Digital Road Show was active for 4 months*** – May through August 2008, and was a huge success!
3. ***We changed the method of providing leads to sponsors.*** In 2007 we supplied an unedited list of road-show registrants. This year we setup a track-able, automatic referral system. Each sponsor has a brief description of their product or service listed in the digital road-show, and in the Resource Guide CDs distributed at the physical events. Anyone who views this information is considered as having a level one interest. From this description visitors can go directly to the sponsor's website, which is considered a level two interest, or acting on their interest. We track both levels

Here are the results:

1. ***Road Show Visitors*** – During the 2007 spring tour we visited 17 cities and had a total registration of 446. The registration for the 2008 Physical and Digital Spring Tour totaled 2,708. That's a whopping **643% increase in road-show visitors!**
2. ***Lead Generation*** – Of the 2,708 road-show visitors, almost 60% expressed level two interest.

Here is what is coming:

With that as background we have made the decision to change the name of the program from **Making Money with CorelDRAW Road Show** to the **CorelDRAW help Tour**. The making money presentation will remain a part of the program, but we are expanding it to include **free lecture training** at all locations. We experimented with that this spring and will be continuing it in the fall.

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Tour Objectives:

We have examined and refined the mission of the the CorelDRAW help Tour. Our objectives are...

- 1. Identify key prospects** – from the thousands of CorelDRAW users we want to identify those that have an interest in expanding their existing businesses or starting a new business. These are the people who are most likely to purchase new equipment, software, services, and are looking for new sources of supply. They are ready to take action. ***Road-Show/Help-Tour visitors identify themselves as key prospects by their interest in the program!***
- 2. Present Available Opportunities** – The Tour helps visitors explore various process, the products that can be produced and what it takes to get started. The physical show enhances the experience by providing products they can see, touch, and feel; a feature we have been complimented on.
- 3. Connect prospects with reputable suppliers** – Suppliers that can provide quality equipment, software, services, and supplies to meet tour visitor’s objectives.
- 4. Help people with advice and training** – Help visitor’s gain the confidence that “they can do it”; provide some guidance and point them in the direction of more help if they need it.
- 5. All at an affordable price** – It’s free to attendees and cost effective for sponsors. Currently the program is 100% sponsor supported. When you consider all the support costs, tour sponsorship cost is less than half that of a typical 10 x 10 booth at a 3 or 4 day regional industry trade show. It also costs less than the average single inseration of a full-page, color ad in a print publication, even at a 12 times rate! The Physical Tour provides nationwide coverage, and the Digital Tour is world-wide. ***Each tour (spring and fall) provides 4 months of advertising and promotion for sponsors, a real value.***

Once again, thank you for your support. We have already launched the Fall Digital Tour, (check it out at www.CorelDRAWPro.com) and the Physical Tour will be on the road again starting mid September. Attached you’ll find a list of planned stops. Also check out the Spring Road-Show recap story in the August issue of **CorelDRAWPro** magazine. The story has already generated more leads for sponsors.

Please let us know if you have any suggestions how we can improve the program for you.

Best Regards,
John

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