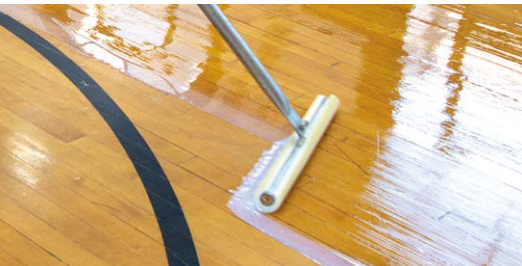


GYM SHOW EVENT PLANNING





WOOD SPORTS FLOOR RECOATING SEMINAR

A Sports Zone® Gym Show is a great way to generate interest, excitement and sales for your wood sports floor program. The Sports Zone wood coatings offer distributors a significant opportunity to increase profit margins and sell deeper into existing accounts. We have outlined an easy program for organizing and putting on a wood coating seminar to teach, train and sell the Betco® Sports Zone product line. Our Game Plan #1 or #2 enables you to demonstrate and train facility personnel in just a couple of hours. Follow these simple steps for planning and implementing a successful Gym Show.

STEP 1



INITIAL PLANNING

- Plan the date for the event (90 - 120 days in advance)
- Create a Gym Show action plan, and review all the available Gym Show resources
- Schedule a sales kick off meeting with your Betco Regional Sales Director
- Choose a location with a sports floor that is less than 8,000 sq. ft. and appropriate for a Game Plan #1 or Game Plan #2 procedure

* **See Betco Sports Zone® Recoat Worksheet**

STEP 2



ORGANIZING THE EVENT

- Customize the Gym Show invitation for date, time and location
- Review Betco communication cadence
- Send invitations and have reps make personal visits to facilities
 - *Send invitations 60 days ahead and call 30 days prior to event*
 - *Enclose reminders with invoices*
 - *Encourage pre-registering with incentive.*
 - *Reps should confirm registration 2 - 3 days before the Gym Show*
- Order brochures, literature sheets, product and equipment using the Sports Zone® materials checklist
- Develop a target list of local schools (public and private), colleges, YMCAs and wood recoating contractors

STEP 3



GYM SHOW AGENDA

APPROXIMATE	TIME AGENDA TOPICS
15 Minutes	Registration, Food & Beverages
15 Minutes	Introductions, Outline & Objectives
1 Hour	Floor Preparation
30 Minutes	PPT
60 Minutes	Finish Application & Training
15 Minutes	Q&A / Sales Promotions
3 Hours	Total Time (Approximately)

PLAN THE SHOW AGENDA

- Plan 3 - 4 hours either early morning or over lunch (10:00 am - 2:00 pm) for the Gym Show
- Have food and beverages at the event, lunch if over lunch
- Coordinate displays and conduct demonstrations of additional Betco equipment, floor care, chemical management, skin care, etc., when time allows
- Decide on promotions for the show (get a commitment at the Gym Show or follow up for one immediately after)

STEP 4



DAY OF THE GYM SHOW

- Prep the floor by performing the cleaning steps of the Game Plan to ¾ of the floor that day or the day before the show
- Register all attendees via the check in flyer
- Follow the outlined agenda to keep the Gym Show on schedule

STEP 5



FOLLOW UP ** One of the most important steps*

- Assign all attendees a representative to follow up for sales commitments
- Track results to improve your next Gym Show event



FRANCHISE PLAYER

- Best-in-class performance
- Coat Today, Play Tomorrow
- Perfect for high-profile or high-traffic sports facilities



STAR PLAYER

- Outstanding durability
- Excellent depth of gloss
- Suitable for high schools or high-use floors



ROLE PLAYER

- Amber and clear options
- Budget conscious
- Appropriate for elementary or middle schools

CHOOSE FROM THREE SIMPLE-TO-USE SPORTS ZONE[®] SYSTEMS

SPORTS ZONE[®] SELECTOR GUIDE

	Game Plan One SPORTS ZONE [®] TYKOTE SYSTEM	Game Plan Two SPORTS ZONE [®] SCRUB & RECOAT	Game Plan Three SPORTS ZONE [®] SCREEN & COAT
Advantages	<ul style="list-style-type: none"> • Quick and easy process — saves labor • Dustless system, easy clean-up • Builds deep gloss with no screen marks 	<ul style="list-style-type: none"> • Quick process • Simple procedures 	<ul style="list-style-type: none"> • Superior adhesion • Removes deep scuffs and scratches • Recommended for new floors
Recommended Application	<p>CHOOSE THIS SYSTEM IF:</p> <ul style="list-style-type: none"> • Limited equipment available, limited time to train • Recoat budget is limited • Application time is limited • Floor downtime is restricted (can be in use the next day) 	<p>CHOOSE THIS SYSTEM IF:</p> <ul style="list-style-type: none"> • Orbital auto scrubber is available • Staff has limited wood coating experience • Recoat budget is limited 	<p>CHOOSE THIS SYSTEM IF:</p> <ul style="list-style-type: none"> • Skilled staff is present • Recoating with oil-modified or water-based finishes • Adequate time permits thorough prepping and coating procedures • Adhesion problems are present (peeling areas)
Recommended Powered Equipment	<ul style="list-style-type: none"> • Low-speed floor machine or auto scrubber • Wet/dry vacuum 	<ul style="list-style-type: none"> • Orbital auto scrubber • Wet/dry vacuum 	<ul style="list-style-type: none"> • 1 - 2 low-speed floor machines • Wet/dry vacuum
Recommended Floor Pads and Screens	<ul style="list-style-type: none"> • Blue or maroon top scrub pads 	<ul style="list-style-type: none"> • Maroon top scrub pads 	<ul style="list-style-type: none"> • Sanding screens — 100 grit or above (depending on floor conditions)
Required Cleaners/Bonding Agents	I.F.T. Game Time Cleaner TyKote [®] Squeaky [™] Cleaner	I.F.T. Squeaky [™] Cleaner Game Time Cleaner	I.F.T. Squeaky [™] Cleaner Game Time Cleaner
Sports Zone[®] Coatings	StreetShoe [®] NXT Player's Choice [™] One GymShoe [®] Emulsion [®] PRO+	StreetShoe [®] NXT Player's Choice [™] One GymShoe [®] Emulsion [®] PRO+	Any Sports Zone floor finish