



MARKETING REPORT

ETI General Meeting

April 2010

Overview of ETI Marketing Projects



- Announcements and Press Releases
- Online Presentations
- Member Recruitment
- ETI Website
- ETI Newsletter
- Market Research
- Summer Tech Week 2010
- ToolTech 2010
- ToolTech 2011

April 2010

Announcements and Press Releases



- Announcements and Press Releases are being sent out to the media on an ongoing basis, depending on events and newsworthy items
- All Announcements and Press Releases can also be found on the ETI Website under Breaking News

Online Presentations



Online Presentations will be posted on the ETI Website to relay important information about the tool and equipment business.

- Our first topic is J2534 Research Overview
 - Up on the website

- TPMS/Telematics Research Overview coming soon!

Member Recruitment



- AAPEX/SEMA
- NACE
- Other Industry Conferences
- Mailings
- Press Releases and Announcements
- Collateral
- Word of Mouth

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ETI Website



- www.etoools.org
- ETI Member Companies
- ETI's Active Participants
- Membership Info.
- TEK-NET Library
- Special OEM License Requirements
- Payment Center
- Events
- Public Blog
- Breaking News
- News & Views Archive
- Press Releases
- About ETI
- ETI Org Chart
- Miscellaneous Information

April 2010

ETI Newsletter



- New Electronic Form
- First Issue will be out in May
- Topics include:
 - Letter From the President
 - Executive Manager Report
 - Event Reports – ToolTech, Summer Tech Week, Winter Tech Week
 - Event Calendar
 - Member Company Articles
 - Vertical Group Reports

April 2010

Marketing Research



- ETI is continually adding value to our membership. In an effort to assist our members in bringing new and improved equipment and tools to the marketplace, ETI is conducting a series of Market Research Projects.
- ETI will use this research to help all segments of the automotive industry provide aftermarket shops with better tool and equipment solutions.

- TPMS/Telematics Research
 - CD will be handed out at ToolTech
 - Free at ToolTech
 - \$9.95 members
 - \$695 for non-members
- Next Research Topic
 - Submit ideas/suggestions!

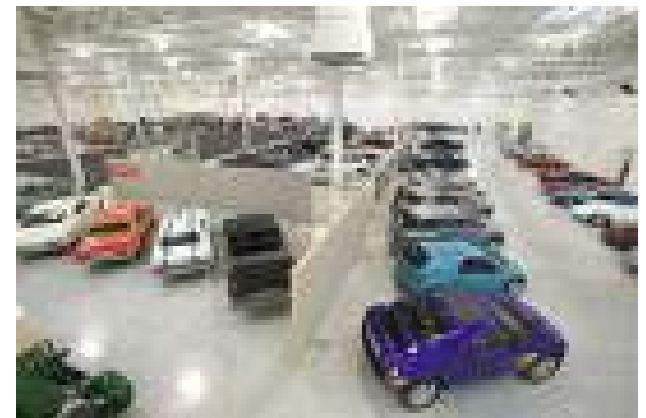
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Summer Tech Week 2010



June 8-10, 2010

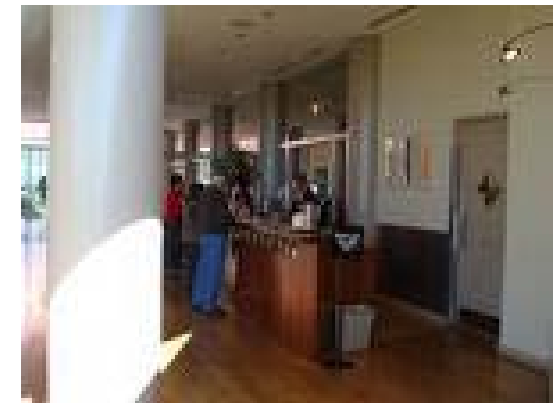
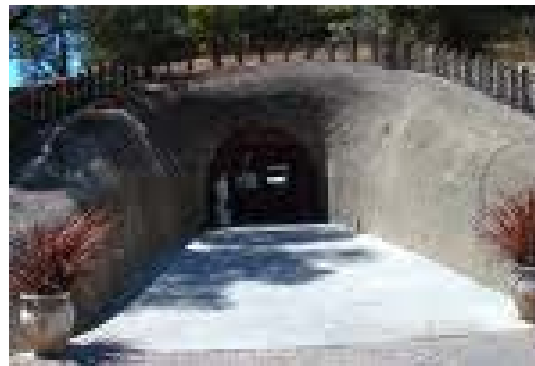
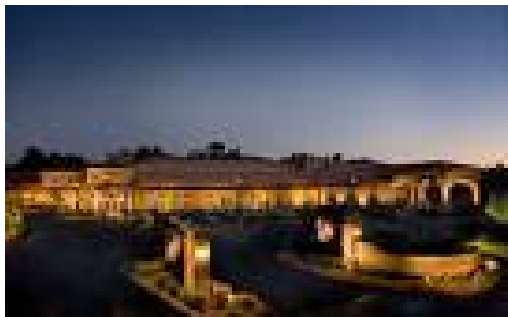
- Headquarter Hotel will be Embassy Suites in Troy
- Schedule
 - Tuesday
 - GM
 - VW/Audi
 - Wednesday
 - Chrysler
 - Thursday
 - Ford
 - BMW Collision
- Vertical Group Meetings will be held this week
- The Closing Dinner will be Thursday June 10, 2010 at the GM Heritage Museum



ToolTech 2010



Napa Valley California



April 2010

ToolTech 2010



- **Numbers To Date**
 - **ETI Attendees**
 - **ASCCA/Other**
 - **Spouses**
 - **Number of ETI Companies**
 - **Showcase**
 - **One-on-One's**
 - **Golf**
 - **Critique's**
 - **Attendee List**

ToolTech 2011



Miami Beach FL week of May 3, 2011

