



SILICON VALLEY INTERNATIONAL
AUTO SHOW
2 0 1 0

January 7-10, 2010
San Jose McEnergy Convention Center

**FREE Auto Show Ticket for Your Customers and
Lead Generation Opportunity for Your Dealership!**

A new email based program has been developed by Motor Trend Auto Shows – launched this Auto Show season – is a hugely successful tool used reward loyal dealerships customers and generate leads.

This turn-key program is now available to members of the Silicon Valley Auto Dealers Association. The program offers you the opportunity to provide your customers with FREE tickets to the 2010 Silicon Valley International Auto Show. This simple, NO COST, internet based FREE ticket program is as easy as 1-2-3.

What's in it for you?

1. You build good will with your customers
2. Expand your email database with the viral marketing element of the program (invite a friend)
3. Excite your customers about your 2010 models on display at the Silicon Valley International Auto Show.

Here are the three easy steps:

1. Contact Cindy Schutte with Motor Trend Auto Shows at 631-979-2850 or via email at cindy.schutte@sorc.com – she will provide you with the eBlast copy for the email to your customers and your unique promo code.
2. Send an email blast to your customer database (email blasts should be sent **between December 29 – January 4**)
3. Lead generation - All names, addresses & e-mail addresses that are collected under your unique promo code for will be forwarded to you the week after the auto show.

To explain the program in more detail please contact Cindy Schutte with Motor Trend Auto Shows at 631-979-2850 or via email at cindy.schutte@sorc.com. She is available to assist in implementing this program with your PR/marketing agency or your internet guru.