

Virtual Trade Shows Recap

Quik-Tek Software & Internet Services

4415 Evangel Circle

Huntsville, AL 35816

256-837-0974 email steve@sportssales.com or webmaster@r-sports.com

The first Virtual Trade Show was successfully completed January 28-30, 2000. The first-of-its-kind show was produced online jointly from Huntsville, Alabama and Kailua-Kona, Hawaii.

Primary Sponsors - The primary sponsors for the first show were Frazier Sports, Trenway Athletic Sock Co., Continental Trophies, Shamrock Sports Bag Co., artist Douglas C. Hess/Vintage Publishing Co., Quik-Tek's Software Div., Quik-Tek's Internet Services Div., and Wholesale Awards.

Show One had a "closed" front end with a small dealer group. The group had little advance notice of the show nor were they given significant credible data to digest before the show. Even considering the above, the response from dealers and vendors was good. Shyness was apparent in chat rooms. Lack of additional vendors and products and time to plan before launch was also a problem. The chat sessions were not prime time and were totally on the fly.

Vendors - From eight in the first show to a maximum of 40 in the second show.

Products - From approximately 40 in the first show to over 200 in the second show. **Of note to Sports Sales Agents----- Vendors that are represented by professional sales reps, especially those who are members of the SGAA, are given preference for placement in show booths as opposed to those who are un-represented.**

Dealers - Shows two and three will have a private but "open" front door for dealers with a clear path to products. There will be an increase from 50-100 dealers in the first show to over 500 (710 actual) in show two. Show three will be the best buyers show with over 1000 small to medium size dealers..

Chats - Dealer chat sessions changed to prime time during the work week. Additionally, three different sessions will be held with a predetermined primary topic to be discussed. Our new chat software makes it easy for everyone to chat.

Sincerely,

Steve Rousseau

Virtual Trade Shows Schedule & Budget

Quik-Tek Software & Internet Services

4415 Evangel Circle

Huntsville, AL 35816

256-837-0974 email steve@sportssales.com or webmaster@r-sports.com

Virtual Trade Show Schedule and Budgets for March 2000-Feb. 2001 with cut off dates.

S H O W #	Virtual Trade Show Date	Vendor Budget- Vendors per show.	Products Budgeted Per show.	Dealers To Be Invited per show. Bud/Actual	Mailing Cut Off Date/ Flyers must be in our door by this Date.	Special Effects Cut Off for Presentations Real Media Chat Rooms	General Web Page Cut Off "Booth" construction.
2	March 8-14	12	200	500/ 710	2/29	N/A	3/3
3	April 5-11	20	300	1,200/1351	3/20	3/24	3/29
4	May 3-9	40	350	1,800	4/14	4/20	4/24
5	June 7-13	80	500	3,000	5/15	5/18	5/22
6	July 5-11	120	750	5,000	6/12	6/15	6/19
7	August 2-8	160	800	10,000	7/7	7/12	7/17
8	September 6-12	200	1000	15,000	8/9	8/14	8/17
9	October 4- 10	230	1150	20,000	9/6	9/11	9/15
10	November 1-7	260	1300	25,000	10/4	10/9	10/12
11	December 6-12	280	1400	28,000	11/3	11/7	11/10
12	January 10- 16- 2001	350	1750	35,000	12/6	12/11	12/15
13	February 7- 13- 2001	400	2000	35,000	1/3	1/8	1/12
	Totals						