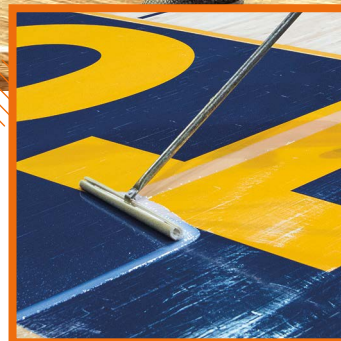


PROFESSIONAL
PERFORMANCE
EVERYDAY

**SPORTS ZONE[®] GymShow
Event Planning**



BETCO[®]



Wood Sports Floor Training Seminar

A Sports Zone® GymShow™ 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 GymShow.

STEP 1

INITIAL PLANNING

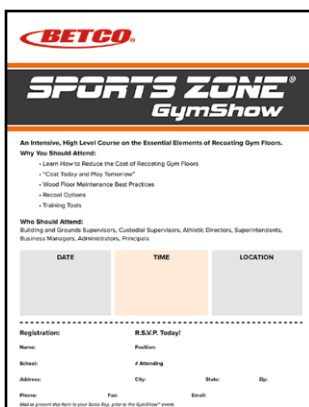


- Plan the date for the event (60 - 90 days in advance).
- Review the GymShow action plan and detailed forms available for the event.
- Schedule a sales kick off meeting with your Betco Regional Manager.
- Location - choose a sports floor which is less than 8,000 sq.ft. The floor should be appropriate for a Game Plan #1 or Game Plan #2 procedure.

**See Betco Sports Zone Recoat Work Sheet*

STEP 2

ORGANIZING THE EVENT



- Customize the GymShow invitation for date, time and location.
- Develop a target list of local schools (public and private), colleges, YMCA's and wood recoating contractors.
- 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 an incentive. (i.e. provide a gallon of Squeaky® Cleaner)
 - Reps should confirm registration 2 days before the GymShow.
- Order brochures, literature sheets, product and equipment using the SportsZone materials checklist.

STEP 3

PLAN THE SHOW AGENDA

Gymshow 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 and Training
15 Minutes	Q&A and Sales Promotions
3 hours approximately	

- Plan 3 - 4 hours either early morning or over lunch time (10:00 am - 2:00 pm) for the GymShow.
- Consider having food and beverages at the event.
- Coordinate displays and conduct demonstrations of additional Betco equipment and floor care products while coatings dry.
- Decide on sales promotions for the show (get a commitment at the GymShow or follow up for one immediately after).

STEP 4

DAY OF THE GYMSHOW

- Prep the floor – perform cleaning steps of the Game Plan to ¾ of the floor that day or the day before the show.
- Register all attendees for follow up leads.
- Follow the outlined agenda to keep the GymShow 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 GymShow event.

SPORTS ZONE®

SPORTS ZONE® COATING SYSTEM SELECTION 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 & coating procedures. • Adhesion problems are present (peeling areas)
Recommended Power Equipment	<ul style="list-style-type: none"> • Low-speed floor machine or autoscrubber. • 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	<p>I.F.T. Game Time Cleaner TyKote® Squeaky™ Cleaner</p>	<p>I.F.T. Squeaky™ Cleaner Game Time Cleaner</p>	<p>I.F.T. Squeaky™ Cleaner Game Time Cleaner</p>
Sports Zone® Coatings	<p>StreetShoe® NXT Player's Choice™ One GymShoe® Emulsion® PRO +</p>	<p>StreetShoe® NXT Player's Choice™ One GymShoe® Emulsion® PRO +</p>	<p>Any Sports Zone sport floor finish</p>



FRANCHISE PLAYER

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



STAR PLAYER

- Excellent durability—sport floors stay glossy longer
- Enhanced traction
- High schools or high-use floors



ROLE PLAYER

- Amber and clear options
- Elementary/middle schools
- Budget conscious



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