

# Public Relations

## Trade Shows



Kaleidoscope thinks trade shows are the number one way to reach FINFROCK's primary target market. FINFROCK needs to make their trade show booths engaging and exciting. FINFROCK's current booth is successful as far as graphics and colors go. But it is missing a spectacle - something that the whole trade show will be talking about.

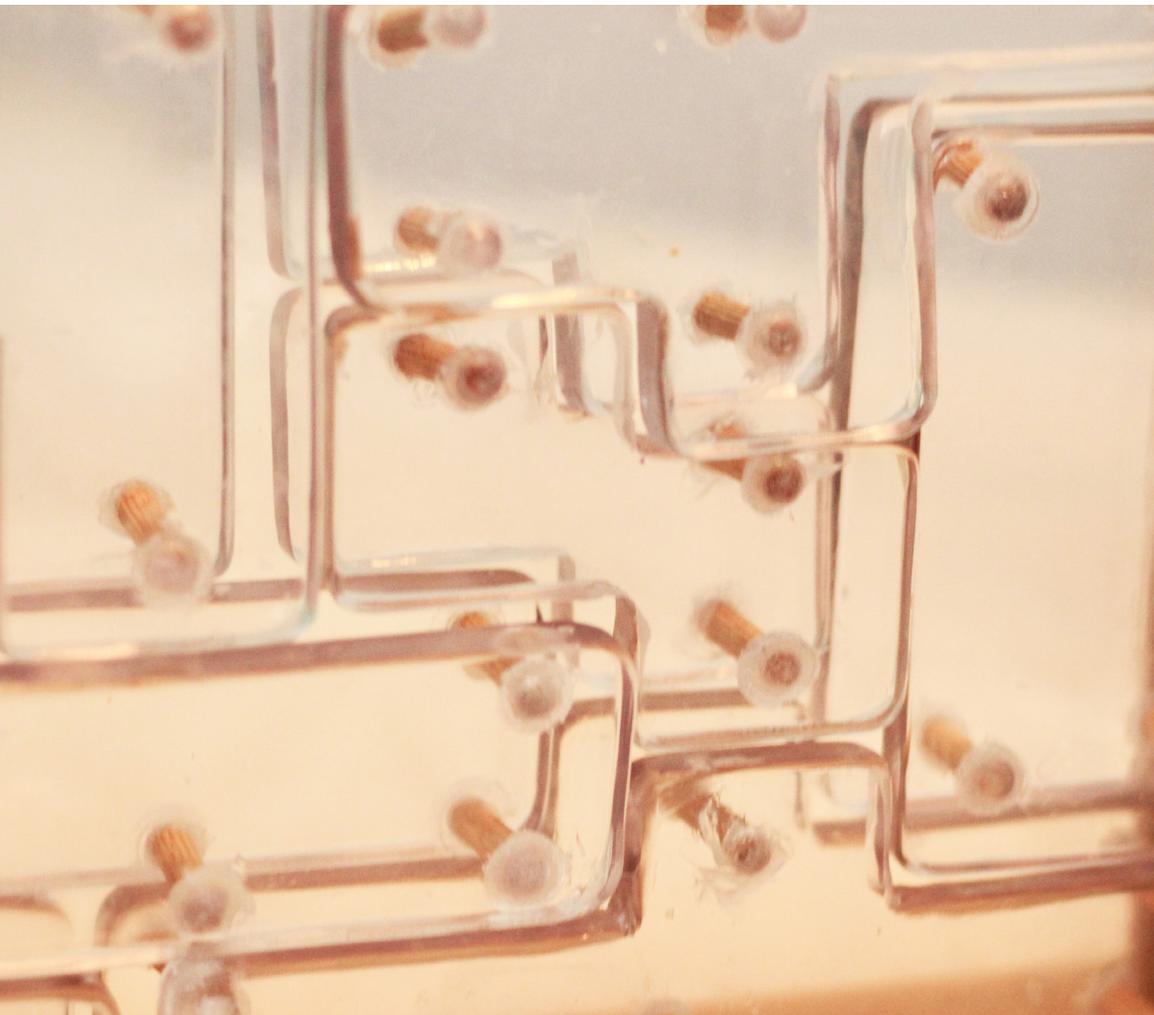
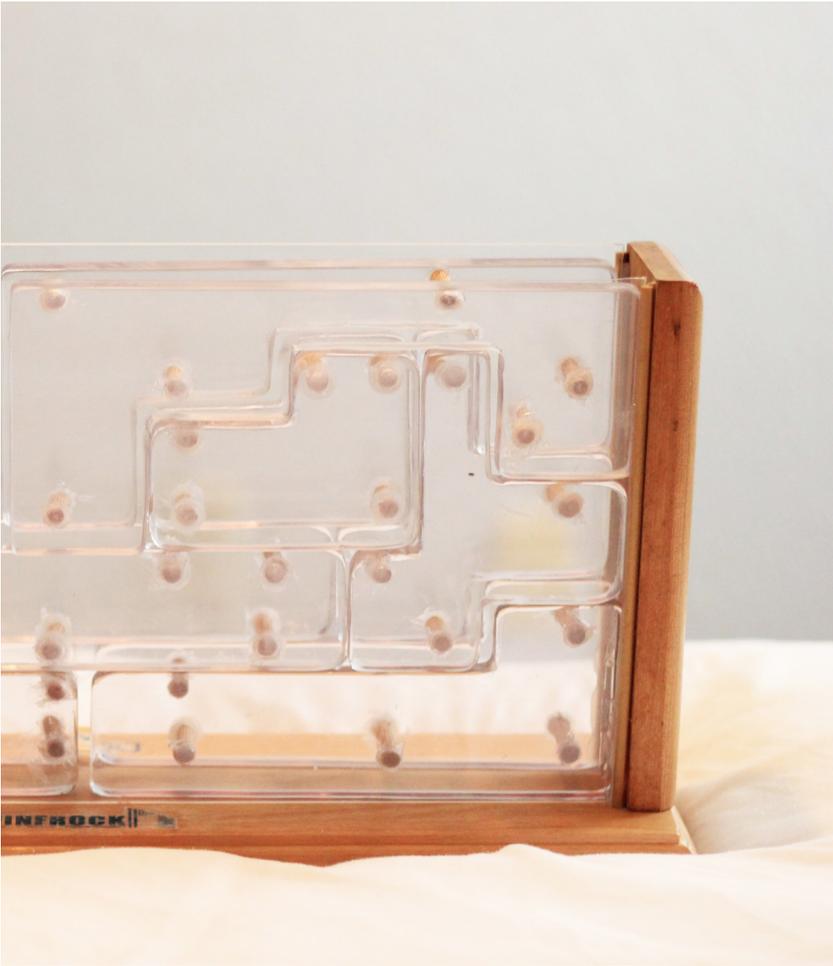
First, Kaleidoscope wants the trade show booth to feature a 60'-70' TV that will play the FINFROCK-created educational videos explaining FINFROCK's many technological innovations. The videos will run on a loop and will inform the trade show attendees of all of FINFROCK's current projects, capabilities and general information about the company as well.

# DualDeck Puzzle for Trade Shows

Kaleidoscope plans for FINFROCK to feature an oversized DualDeck building puzzle, which the participants will compete to finish as quickly as possible for prizes.



This is a prototype of the DualDeck puzzle. Each piece resembles what the DualDeck looks like. The puzzle is envisioned to be 3x4 feet, big enough that it would become more or less of a spectacle, attracting higher foot traffic to FINFROCK's booth. Since it is a difficult puzzle, the participants will be timed, and first, second and third place prizes will be given out at the end of the day. The winner must be present.



## Trade Show Prizes

1st Prize: 2018 Kawasaki Jet Ski  
(\$12,000 value)



2nd Prize: A weekend for two at FINFROCK's Hyatt House in Naples, FL

3rd Prize: Round of golf for the winner and a plus one



# Trade Shows to Attend

## Building Owners and Managers Association (BOMA)

*When:* Conference: June 23-26, 2018

Exhibit: June 25-26, 2018

*Where:* Henry B. Gonzalez Convention Center, San Antonio, TX

*What:* Attendees to this conference include; 61% building/property managers, 13% asset managers, 8% facility managers, 6% building engineer/maintenance, 5% building owners/investors, 4% developers/builders, 2% architects/designers and 1% leasing agents/brokers.

*Contact Information:* [vcummins@showmgmt.com](mailto:vcummins@showmgmt.com), all other information is on the BOMA

*Conference Website:* [www.bomaconvention.org/BOMA2018](http://www.bomaconvention.org/BOMA2018)

*Cost:* Booth Exhibit Cost: \$3,550

## American Lodging Investment Summit (ALIS)

*When:* Jan. 22-24, 2018

*Where:* JW Marriott & Microsoft Center, Los Angeles, California

*What:* The leading and largest hotel investment conference in the world. The conference will have leaders from the hotel and lodging industry, the investment community, technology innovators and key advisors (ALIS, 2017).

*Contact Information:* [tgregg@burba.com](mailto:tgregg@burba.com)

All other information is on the ALIS website: [www.alisconference.com](http://www.alisconference.com)

*Cost:* Advance Registration: \$2,275

Regular Registration: \$2,936

## The Precast Show

*When:* Feb. 22-24, 2018

*Where:* Colorado Convention Center, Denver CO

*What:* A conference specific to precast builders. Would be a great opportunity to educate the industry about FINFROCK's current innovations and technological advances (NPCA, 2017).

*Contact Information:* [info@ThePrecastShow.org](mailto:info@ThePrecastShow.org), all other information is on The Precast Show website: <http://precast.org/theprecastshow/>

*Cost:* Early Registration: \$695

Standard Registration: \$795

## Other Trade Show

### Recommendations:

- The Lodging Conference
- National Association of Industrial and Office
- Properties Conference (NAIOP)
- Urban Land Institute Conference
- National Apartment Association (NAA)

## Webinars

### & Informational Videos

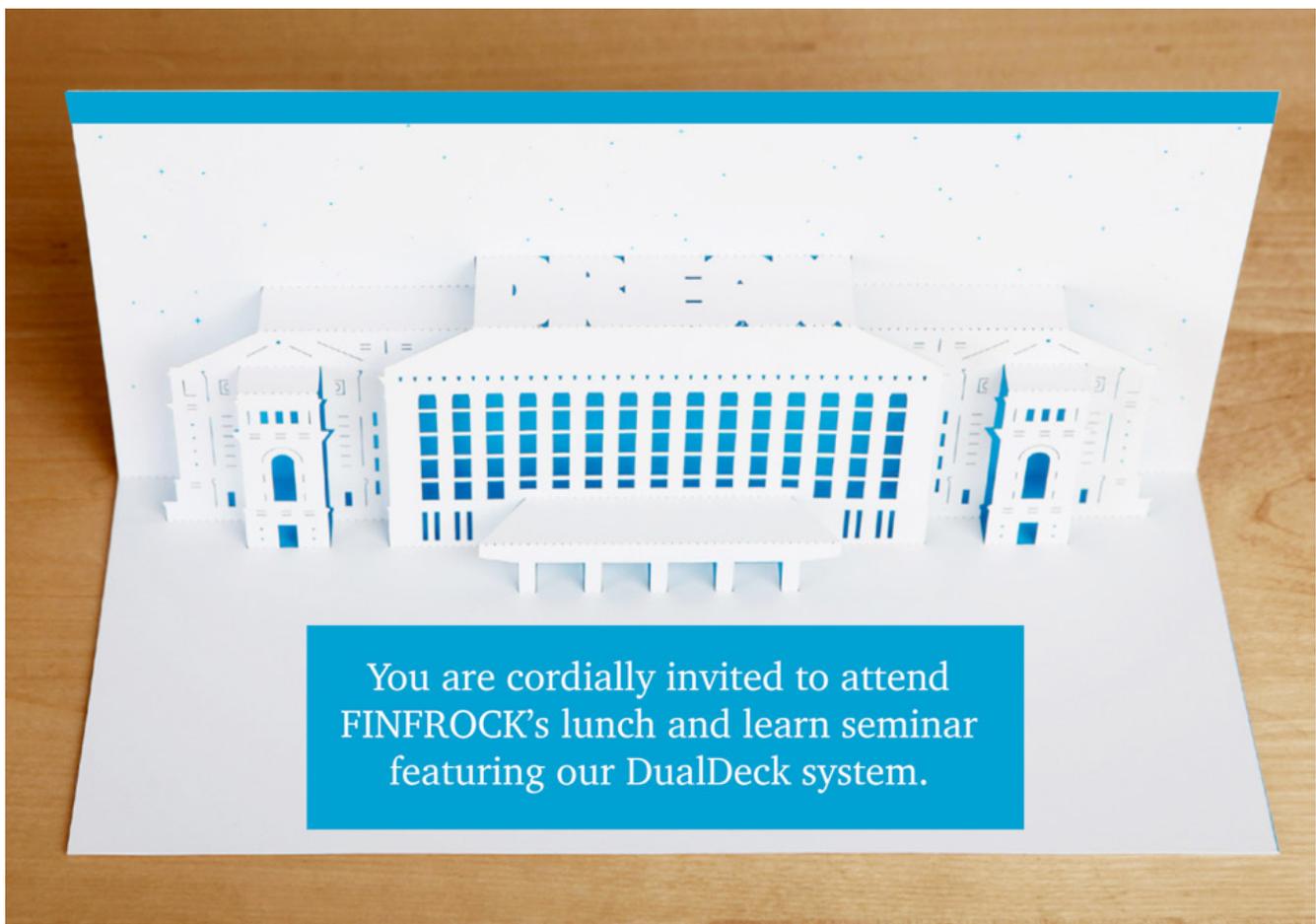
Both Webinars and Informational Videos will have similar formatting and design. Each will be made for a specific sub-brand of FINFROCK, Hotel, Living and Commercial. These informational videos and webinars will provide information on FINFROCK and the different innovations and technological advancements they utilize. The "FINFROCK Way" will be showcased. These videos will be used at Lunch & Learns, on blog posts and social media posts and at trade shows to educate FINFROCK's potential customers and others in the construction sector on their innovations.

## Guest Lectures;

### Lunch & Learn Seminars

Both guest lectures and Lunch & Learn Seminars will also be utilized to educate our target audience. The pamphlets handed out at these events will showcase FINFROCK's innovations and will be written on FINFROCK's company letterhead. These events will be announced on social media pages and through direct mail and email invitations.

The mail invitations should be creative and attention grabbing. The following is a paper cutout. FINFROCK can design their own buildings in this style to give the invitations more pizzazz.



# On-Site Branding



Above: Kaleidoscope suggests FINFROCK take advantage of every opportunity to create brand awareness. By putting the FINFROCK logo on the tarps that wrap around each of their construction sites the FINFROCK name will be seen by everyone passing by. This addition will create more brand awareness and name recognition than just a sign with the FINFROCK logo at the front of the job site. It is important to take every chance to spread the company name.

Right: Kaleidoscope also suggests FINFROCK place a digital sign like the mock-up to the right which indicates how long they've been under construction. FINFROCK builds quickly; passerbys will be amazed to see the almost-completed office was started just a few months ago.

