



## Celebrating 20 Years!



Speedpro Canada is pleased to announce our 20th anniversary in helping businesses succeed.

From a single location in British Columbia, Speedpro Canada has grown to include 48 locations from coast to coast. Our national network promotes local ownership to provide the latest visual solutions and concepts to benefit businesses, organizations and municipalities across Canada. Speedpro is proud to be 100% Canadian.

Speedpro will be acknowledging the achievements and service of our owners across Canada at our upcoming annual convention. We bring in industry experts to discuss trends, the latest product options and how to help businesses improve the return on their advertising investment. The more knowledge we have, the better we can help our customers achieve their goals.

When we started, 20 years seemed like a long time in the future. In the past two decades, our franchisees have produced many of the most incredible custom graphics, bold messaging and visual promotion in Canada. Speedpro remains the #1 Visual Solutions provider in Canada, and we look forward to many more years of mutual prosperity.

On behalf of all of our franchisees, we thank you for your business.

## The Power of Networking

### A few easy tips on how to make the most of your next networking event

Networking is an important part of marketing your business. It is a way to meet prospective clients, connect with people who can refer you to others and it helps build an awareness of your business in the community.

Meeting clients is the first step in building a relationship with them, which is mutually beneficial and productive for both parties. The challenge for most people in business is not knowing where to go to meet people, but knowing what to do once you get there. Here are some tips to help you network more comfortably in event settings.

- 1) Know the group you are meeting so you have some idea of what the conversations will be.
- 2) Dress appropriately. Is the group business, casual or formal?
- 3) Circulate around the room.
- 4) Make sure you have good body language that will be someone's first impression of you.
- 5) Ask others to introduce you to

someone you would like to meet.

6) It is easier to join a group of people, than to interrupt a one-on-one conversation.

7) Make eye contact with people when you are speaking with them.

8) Be the first to extend your hand in meeting someone for the first time.

9) Ask questions to others about their business and listen to the answers.

10) Ask for an individual's card.

11) Have your "elevator speech" prepared when someone asks you what you do for business.

12) Follow up within a few days of the meeting, even if just to say it was good to have made their acquaintance.

These steps will increase your effectiveness in meeting potential clients, and will help you build a referral network in your community. Networking in small business is an important part of marketing, so spend the time to make a great impression.



## Facts & Figures

### Outdoor Advertising

98% of in-car audiences indicated they noticed truck-side ads.  
*(American Trucking Association)*

97% is the recall rate on mobile advertising.  
*(Outdoor Advertising Magazine TACA's market research July/August 2002)*

96% of respondents say mobile advertising is more effective than traditional outdoor advertising.  
*(Outdoor Advertising Magazine TACA's market research July/August 2002)*

Mobile advertising generates 2.5 times more attention than a static billboard.  
*(Perception research)*

Individual vehicle advertising generates between 30,000 to 70,000 daily vehicle impressions.  
*(Outdoor Advertising Association of America, Inc.)*

91% of target audiences notices both graphics and text.  
*(American Trucking Association and 3M)*

Contrary to the perception that only people in large cities spend significant amount of time in-car, consumers in small and medium-sized markets also show long commute times and time spent in vehicles.  
*(Arbitron National In-Car Study, 2003)*

A significant amount of shopping occurs on the way home from work. Consumers report these purchases are contemplated during the day and on the way home. As such, outdoor advertising are vital to impact shopping and purchasing on the way home from work.  
*(Arbitron National In-Car Study, 2003)*

29% say outdoor advertising caused them to visit a retail store within a week. The more time spent in the car, the more likely that outdoor advertising motivates consumers to visit a retail store.  
*(Arbitron National In-Car Study, 2003)*

## Another Use of Graphics

### The latest trend in vehicle graphics may not be what you would expect

The latest trend in new age vehicle wraps, including partial wraps, is a new flat black coloured application to dress up, or dress down, your ride. The graphic designers at Speedpro can create the look that reflects your personality and business. While some prefer the extreme graphic dynamic impact of the over the top "Pimp My Ride" look, at the other end of the extreme you can now wrap all or part of your vehicle in flat black; both looks are eye catching and a point of difference to attract attention from your target demographic.

Maybe you are looking to accent the look you already have. One option is to cover your hood or select body panels with the new carbon fibre look. Carbon fibre gives you the high end, sporty, custom look that "pops" your image with a modern new age image. You don't need to spend a small fortune when you can economically achieve the

same look with Speedpro vehicle graphics.

Both of these products, and all of the Speedpro vehicle wrap materials, are removable and leave your original paint protected. If you have a fleet of vehicles you want to brand consistently, vehicle wraps are an economical approach. Call Speedpro and we'll show you a sample of these products, and how they can help catch your clients looking your way.



While vehicle graphics are mostly used to promote and advertise, the latest trend seems to go in another direction. However, this opens up a whole new opportunity for vehicle detailing, even if you don't have something to advertise!

VISIT THE SPEEDPRO PROFESSIONALS NEAR YOU:

