

IMBBA NEWS BRIEF

INTERNATIONAL MASTER BIKE BUILDERS ASSOCIATION

All Rights Reserved 2010

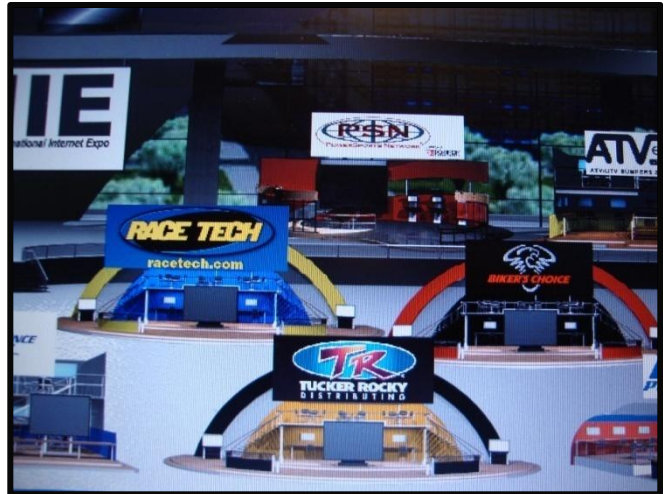
POWER SPORTS INTERNATIONAL INTERNET EXPO (PIIE) LAUNCHES THE FIRST VIRTUAL TRADE SHOW ON LINE!



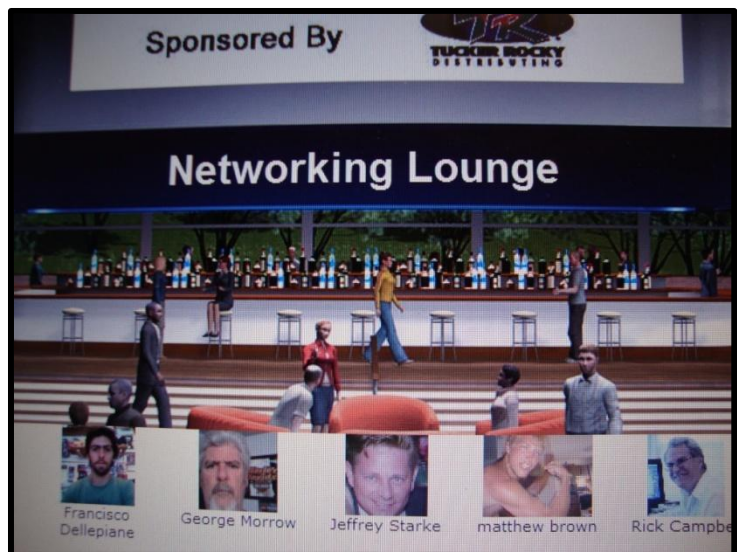
WORLD WIDE WEB – On February 1 – 3rd 2010. Motorcycle Industry Magazine launched the first virtual trade show. A brain child of the Motorcycle Industry Magazine (MIM), headed by Rick Campbell Publisher, along with Bill Mahoney, a 27 year veteran in the printing industry who joined Rick Campbell at MIM to support the PIIE Project. Bill, and others at MIM conducted live on line demonstrations to vendors and advertisers prior to the release. On February 1st they opened their

Virtual doors to the world. Sporting a Virtual world filled with eye candy and sounds, with over 20 vendors such as Tucker Rocky, Bikers Choice, Race Tech, Castle, and Performance Tire, to mention a few. From the get-go the show opened and people from around the world logged in and attended. By 10:00 a.m. virtually, people found their way through vendor booths, the Networking Lounge and Library Resource buildings. The displays were abundant, easily managed by the attendee and live chat connections were expedient. Some of the vendor booths, had video introductions and the vendors all had the ability to download into your tote bag. Much similar to the ones you gathered your show information in a plastic bag and lugged it around the show, here it is waiting for you on your desktop when you log out. V-Cards, were created for you and the vendor professionals that manned the virtual booths to answer questions you may have. The V-Cards had all your information that you provided when you registered to attend. “I personally loved this feature” said, Jeff Starke, IMBBA President. “I always run out of business cards before the day is out and end up writing notes on the back of other cards I received, here it is all organized for you

Trade Show Floor – Sported a space age environment that featured professional designed booths that when you entered the booth, you were met with a greeting from an on-line representative. Some booths had over eight professionals from their company on line to answer any questions with access to multiple downloads a feature most vendors couldn't afford to bring to a traditional trade show, and graphics, pricing and sale promotions, as well as credit card processing. Attendee could virtually walk the trade floor and stop at any booth and ask questions and get immediate answers. At one point, I was asking questions with several other people and the vendor multi-tasked the network and answered a barrage of questions to everyone without a delay. You can appreciate this feature, as I always waited till someone was done telling a story, so not to be rude and interrupt to get my answer. This virtual platform does away with a lot of wasted time in gathering information and purchasing product(s) leaving more productive time with the vendors.



Virtual Networking Lounge- After Viewing your favorite vendors and getting their promotional information and or purchasing products, becoming a dealer etc., you then entered the Networking Lounge. This area allows you to see everyone in the lounge, view their professional information, collect their V-Card and establish conversation on booth public venue, as well as, establish private chat, a feature difficult to accomplish at a traditional trade show, especially considering the time it takes personally to gather that information. Comparatively, you would have to stop people on the trade show floor to discover whether they have an interest that you are looking for. In the Network Lounge, you see every person and learn their professional and enthusiasts interests. The Live chat that is going on here, is also helping you to form opinions on the show. Gather consensus and network with others efficiently.



The downside to this experience is- No Touchy Feely of products and merchandise.

The up side.- Substantial savings, no air fares, no packing, no hotel rooms, no rental cars or taxi cab conflicts, no rude airport security, no more wet luggage left on the tarmac and terrible trade show food. Your tote bag of materials and business contacts all organized for you, include is your barrage of network connections that you simply never have enough time to collect, all while attending at home or from your office while you still can be interactive with normal day activities that didn't take you away. All in all, this is a big savings for the vendors as well. Imagine, Tucker Rocky, costs to ship display booth that more than likely will be destroyed some way some how in shipping. The costs for airfare for all the employees attending the show. The hotels and food for them as well, let alone the cost to be a vendor is upwards for a booth size like the one they portrayed at PIIE Expo, can cost five to ten thousand dollars. Fuel costs considered here as well. All-in-all. The vendor saves thousand\$ of dollars. Just to be there and provide you with the latest and greatest. This savings for future shows will definitely help stimulate the motorcycle economy.

Rick Campbell, Motorcycle Industry Magazine –

“How does one sum up not only a home run, but a grand slam at that? We expected and projected 300 to 500 dealers attending. At this point of time, and the show isn't over yet, we have 3,059 registered and have had almost 2,000 actually attend. The really neat part is that I have received many reports, from exhibitors, that actual commerce has been exchanged, unlike what has transpired at the "live" shows for decades. Another neat part is the fact that this show will be archived on our Web site, www.mimag.com, through the entire month of April.

We are already planning to announce a PIIE II for this coming June. Not because we are greedy, but because we have been requested to do so by exhibitors and attendees alike. We are also meeting soon to discuss partnering with a well known organization about the potential for a consumer virtual show this fall. What can I say? We have seen the future and it is us!”

Bill Mahoney PIIE -

“We will be adding more vendors, exhibitors video casting and providing keynote speakers to support product and issues in the industry, without letting too much out yet we are adding allot of features to PIIE 2 in June and a bit more animation in the future.

Eddie Runyan - Nitro Helmets / Akito Clothing said,

“Kudos to the PIIE staff, what a great show!”

Joe Galvin – Tucker Rocky

“I must say we are very pleased with how well the PIIE is going, especially given this is the very first event. It is difficult to deny more and more of us are communicating digitally. We use

social networking sites, twitter, and other forms of digital media on a daily basis. Given that, an event like the PIIE is a logical step, and we are happy to be a part of it. At Tucker Rocky we have been expressing to our partners the importance of embracing digital media as a way to reach out to, and communicate with their customers. There is an entire generation coming into our industry who don't have land line phones, do not purchase c.d.'s, and can probably text faster than I am able to think. I feel this is where our world is moving, and we need to embrace and be a part of it."

IMBBA Asks: Where you happy with this expereince, and if so, Where do you see yourself in the future doing these types of shows?

"I am very happy with the experience. I still see the benefit of a face to face encounter, and I do not believe we are at a point where the traditional interaction with our partners is going to change. Having said that, we at Tucker Rocky do believe digital interaction will become an important step in the process." Joe Galvin / Tucker Rocky