

## MasterTech Build-Off Notes:

Building fascia's for prepped installs is an elegant solution given the show floor environment. It also best represents an extension of what is taught in our Mobile Solutions training courses.

### Aspects of the process:

1. **Team sign-ups** We want people to be registered for the event prior to signing up to be considered a team candidate, it would be an unfair advantage to those already registered if we opened sign-ups right away. Instead, announce sign-ups will open on an early-August date. This will have the added benefit of pushing show registrations.
2. **Team structure.** Our show is marketed as a universal automotive aftermarket event as opposed to a mobile electronics event, That being said, the build-off should reflect every aspect of the skill sets we want to promote.
  - a. One person should be primarily an auto trim expert
  - b. One person should be a CAD / laser-cutting expert
  - c. One person should be a design and fab expert.
3. **Captains should be high-profile professionals.** Pitting experts against each other will be a fantastic draw and gives us lots of marketing firepower (think "Brandy vs. Rogers.") Plus, the audience is assured there will be premium-quality, innovative results. This in itself is a newsworthy event in which we can tout their experience and get quotes from them on their intended design philosophies for the event.
4. **Make team selection a livestreamed event.** Let each captain take turns selecting members of their team from eligible sign-ups (think NBA All-Star selection.) Interview each captain live about what they are looking for in team members and let them explain why they chose a particular person after each selection.
5. **Provide some planning insights to the industry audience to increase excitement.** Each team should drop tidbits about some aspects of their intended design. This can be done via livestreamed video or eblast.
6. **Showcase the prepped vehicles and have a "How Would You Do It?" contest for attendees and non-attendees.** Publish the specifications and rules, then let people create their own unofficial teams and submit plans for their versions of the completed project. Have a team of judges select winners and offer them a prize at the awards ceremony leading up to the actual competition awards.

### Exhibitor Activities

1. Attendees receive check-off cards requiring them to visit every manufacturer on the show floor. (This offsets the concern that people will only focus on the build-off and not visit booths.)
2. Exhibitors can choose to reward booth visitors or class attendees.
3. The awards ceremony on the last day will give each supplier the opportunity to present items to their winners in front of the entire attendee / exhibitor community.