



## DRIVING HOME BRAND AWARENESS



## FROM CONCEPT TO COMPLETION

**NT National Tour**  
Integrated Resources

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From design and logistics to staffing and media relations, NT's incomparable services ensure your campaign's success. A total one stop shop



## Design

Our "Concept is Everything" approach to design is a big part of what makes our programs so successful, and what creates such a comfort level with our corporate marketing and ad agency clients. We listen carefully, ask the right questions, and come back with designs and enhance the campaign. Our job is to ratchet up brand awareness by providing the consumer interesting and exciting ways to interact with a product or service. Ours is highly specialized and dynamic service. We have a passion for what we do, and it shows in everything we create.

## In-House Graphics Department

With two Mimaki printers at their disposal, NT can output large format, full wrap vehicle graphics in as little as one working day – a service which can be invaluable to clients on a tight deadline, or who simply need to refurbish graphics or change a look dictated by a new campaign.



## Vehicle & Awning Fabrication

Since NT specializes in all aspects of mobile marketing and the fabrication of promotional vehicles, NT can produce highly customized vehicles that compliment a wide range of budget parameters. NT is able to incorporate its volume discounts directly into your bottom line. NT can also design and fabricate hospitality type awnings as well as race style canopies for new or existing trailers.



NT conceptualizes, designs, and produces many different types of promotional items including but not limited to: promotional vehicles, show car haulers & displays, internet kiosks, interactive sports displays, survey kiosks, set design, race car simulators, pit stop tire changers, mobile Theaters with 3D capability, and mobile retail outlets.



## Staffing and Training

Our people are our pride, and one of the key reasons for our success. Staff for event marketing programs are carefully screened for professional appearance, public relations skills, confidence in working with large groups of people, and media contact proficiency. Clients can hand pick their crew from our qualified candidates, or involve us in recruiting staff with more specialized skills. NT requires all of its field specialists to meet and exceed a high set of standards for all event marketing programs.



They must pass written driving exams, road and skill tests, drug and alcohol screening, and must have exemplary driving records. Once field specialists are hired, all exams and screenings are performed periodically throughout the calendar year in order to provide the best staff for your mobile marketing program.

Hospitality accoutrements include: full kitchen and bars, multimedia centers, enclosed awning systems, tables, chairs and linens, 200-seat guest accommodations, lounges, restrooms, observation decks, and catering services.

## Hospitality

Count on NT for the latest in hospitality, with self-contained, custom build trailers equipped with the newest audio-visual components, satellite communications and other creature comforts.

NT's catering experts assist our clients with menu selection and meal service, and pay close attention to selecting the right chefs and servers for each hospitality event. Their reason for being is to make sure your event's overall guest experience is a truly memorable one.



## Event Evaluation Reporting

NT's detailed program reports keep clients up-to-day progress of their events. You can rely on NT to be your eyes and ears at any event. NT staff is capable of recording information including but not limited to: event attendance, display attendance, event photos, media inquiries, weather conditions, premium inventory before and after event, venue success rate, location evaluation, suggestions for improvement, scheduling/routing/logistics, store notifications, as well as D.O.T. compliance.



"Your staff was very motivated throughout event setup and tear down, even while it was raining. We are very fortunate to have chosen NT to work together with Pioneer throughout the learning process."

Chat Goben – Pioneer Electronics