



## NEWS BRIEF

### **LOUISVILLE EXPO BEST EVER FOR TTC**

MORRISTOWN, TN -- The Green Industry & Equipment Expo, held in Louisville, Kentucky at the end of October, proved to be worth the effort, reports Frank Freeman, manager of TTC Sales and Marketing department. Over 20,000 dealers, retailers, OEMs and consumers attended the 2008 show. Inside display booths totaled 750,000 sq. ft. involving 650 exhibitors, and an additional 20 acres of outdoor booths involved 150 exhibitors.

“Expo is the largest tradeshow for outdoor power equipment and the 16th largest tradeshow overall in North America, and we have been exhibiting here for many years,” adds Freeman, “and we have to be careful not to take these kinds of opportunities for granted.”

Thanks to the team of TTC ‘Ambassadors,’ our company was well represented at the tradeshow. According to Freeman, the exhibit booth was “top notch,” and for the first time, presented one cohesive message through visual displays, corporate video and personal encounters at either the indoor or outdoor booths.

As part of the preparation for this year’s exhibition, TTC associates who volunteered to man the booths, participated in a two-day Dale Carnegie Presentation Workshop designed to build better customer relations and improve salesmanship.

“Representing the broad and deep product line really helped,” says Freeman. “We had interest from companies who had never even considered Tuff Torq before ... due to showing the pumps and wheel motors. Now the challenge is converting interested prospects into customers.”

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