



MARKETING REPORT

ToolTech 2015

Communications



- Press Releases
- Emails/Announcements
- Annual Business Meeting
- Vertical Group Meetings
- Website
- Blog
- Social Media
- Events



ETI Website



■ Website Features

- ETI Logos
- ETI Member Company List
- ETI's Active Participants
- Vertical Group Files
- Presentations
- Event Information
- Meeting and Event Services

The screenshot shows the homepage of The Equipment & Tool Institute (ETI). The header features the ETI logo, the website URL www.etoools.org, and a login section with fields for Email and Password, a checkbox for "Remember me", and a "Log In" button. Below the header is a navigation menu with links for Home, About ETI, News, Membership, Events, Members Only, and Industry Outreach. The main content area includes a paragraph describing ETI as a trade association, a "Follow Us" section with social media icons for Facebook, Twitter, and LinkedIn, and two promotional banners. The first banner is for "ToolTech 2015: The Connected Vehicle: Opportunities and Challenges" held in Austin, Texas from April 13-16, with a "Learn More" link. The second banner is for "Summer Tech Week" held from Monday, June 8 through Thursday, June 11 in Detroit.

Equipment and Tool Institute News/Blog



■ Recent Posts

- Telematics and Competition
- ETI will present the findings of our latest Market Research Study “The Impact Aftermarket Service Facilities Have on the New Car Buying Preferences of Consumers” at ToolTech 2015 on Monday, April 13th
- The Equipment and Tool Institute Reports Record High Membership Level



Social Media



- **Social Media**



Industry Trade Shows



- APPEX 2015



Market Research



■ Market Research Project

■ ETI Market Research Studies

- The Impact Aftermarket Service Facilities Have on the New Car Buying Preferences of Consumers
- J2534 Reprogramming
- J2534 Reprogramming Update
- TPMS
- Telematics
- Collision Repair
- A/C Service
- Hybrid and Battery Service
- Information Access

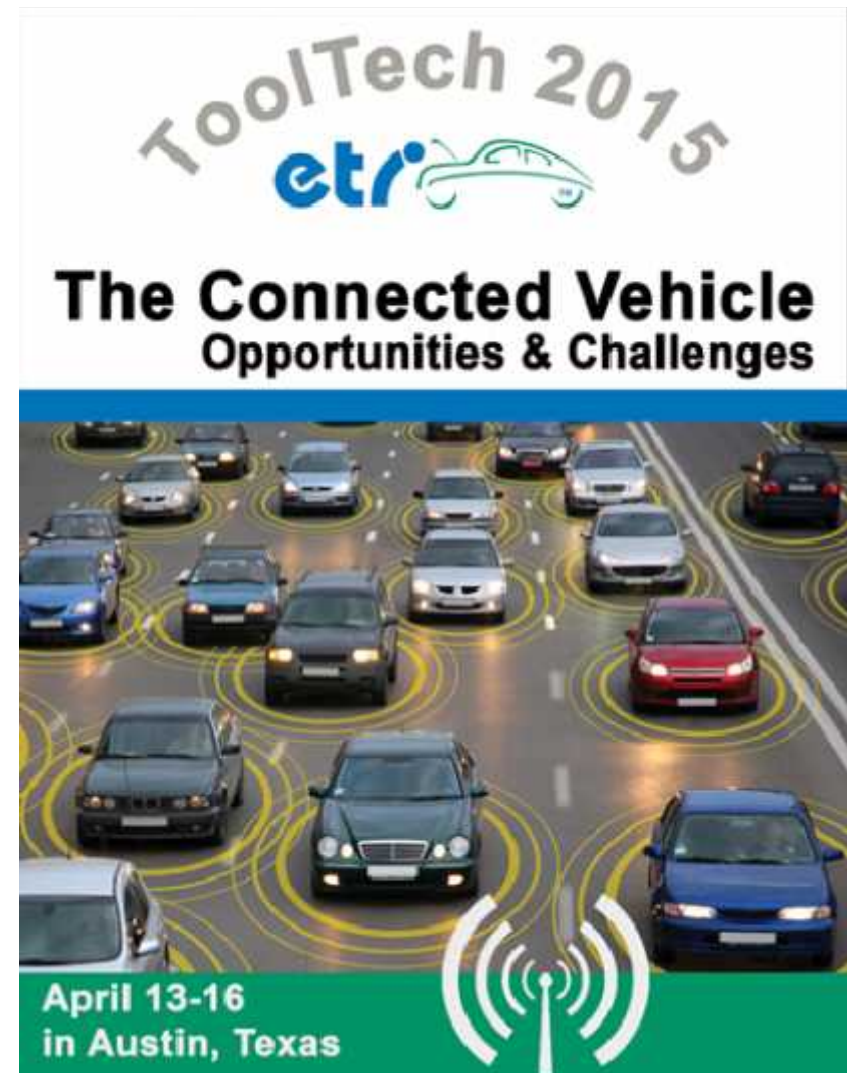


Member Engagement

■ Committees

■ Program

- Plans and carries out all aspects of ToolTech including:
 - Venue Location and Selection
 - Overseeing Budgets
 - Theme
 - Elements of the Program
 - Speakers
 - Topics
 - Marketing of the Event



ETI Marketing Report



ToolTech 2016



Monterey, California April 25 – April 28, 2016

