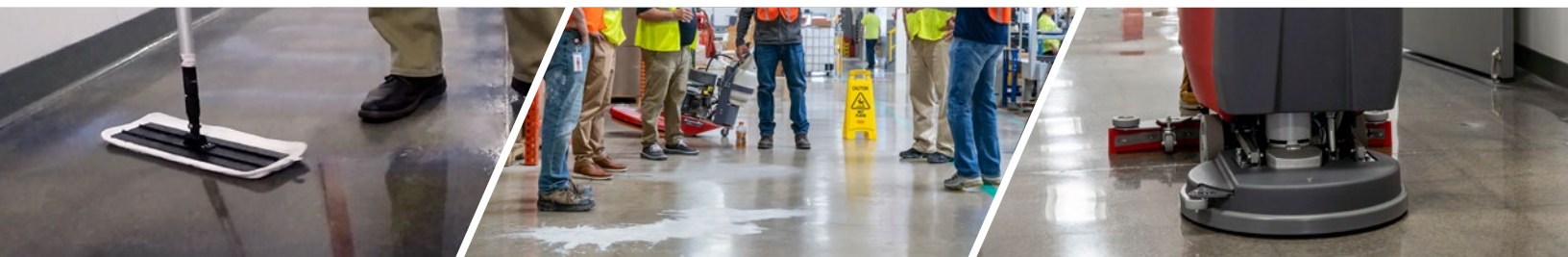


CRETE RX SHOW EVENT PLANNING



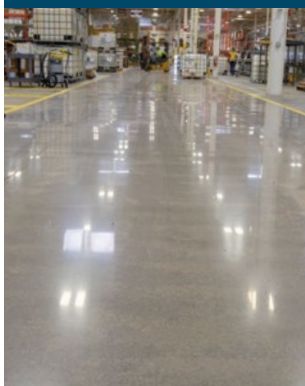


Cementitious Floor Hone & Polish Seminar

The Crete Rx ProGrind Honing & Polishing system is best shown through a demonstration event, allowing contractors, distributors, and end users the opportunity to see the ease and effectiveness of the Crete Rx program. Betco has outlined a playbook for execution on a seminar event that will allow our sales team and distributor customers to provide a market-leading solution for Concrete or Terrazzo floors with extraordinary results. Please follow the below guidelines for planning and executing a successful Crete Rx Show.

STEP 1

Initial Planning



- Plan the date for the event (90 - 120 days in advance)
- Complete a Crete Rx Show action plan, and review all the available Crete Rx Show resources
- Schedule a sales kick off meeting with your Betco Regional Sales Director
- Choose a location with previously polished concrete (unobstructed 200 - 400 sq. ft.), that is conducive for class room and hands on training

* **See Crete Rx Procedural Wall Charts and Resources**

STEP 2

Organizing the Event



- Customize the Crete Rx invitation for logo, date, time and location
- Develop a target list of local schools (public and private), colleges, high traffic environments, grocery, retail, and local contractors.
- Review Betco communication cadence
- Send invitations and have reps make personal visits to facilities
 - *Send invitations 60 days ahead and call 30 days prior to event*
 - *Enclose reminders with invoices*
 - *Encourage pre-registering with incentive.*
 - *Reps should confirm registration 2 - 3 days before the Gym Show*
- Order brochures, literature sheets, product and equipment using the Crete Rx materials checklist

STEP 3

Plan the Show Agenda



SHOW AGENDA

APPROXIMATE	TIME AGENDA TOPICS
15 Minutes	Registration, Food & Beverages
15 Minutes	Introductions, Outline & Objectives
1 Hour	Floor Preparation
30 Minutes	PPT
60 Minutes	Finish Application & Training
15 Minutes	Q&A / Sales Promotions
3 Hours	Total Time (Approximately)

- Plan 4 hours either early morning or over lunch (10:00 am - 2:00 pm) for the Crete Rx Show
- Have food and beverages at the event, lunch if over lunch
- Coordinate displays and conduct demonstrations of additional Betco equipment, floor care, chemical management, skin care, etc., when time allows
- Decide on promotions for the show (get a commitment at the Crete Rx Show or follow up for one immediately after)
- Review Crete Rx Road Show format document

STEP 4

Day of the Crete Rx Show



- Follow the outlined agenda to keep the Crete Rx Show on schedule

STEP 5

Following Up

** One of the most important steps*



- Assign all attendees a representative to follow up for sales commitments
- Track results to improve your next Crete Rx Show event

One Program, Two Solutions—Choose What's Right for You!

Crete Rx™ ProGrind Honing & Polishing System

- Superior Natural-Looking Gloss
- Long-Lasting Durability
- Extended Maintenance Intervals
- Complete Remediation of Stains & Etching
- Continual Surface Strengthening



Crete Rx™ ProCoat Cleaning & Coating System

- Substantial Stain & Etch Protection
- Enhanced Gloss
- Simplified Training & Minimal Equipment
- Instant Results with Just 2 Coats



LIFE CYCLE OF FLOOR CARE MAINTENANCE GUIDE

Crete Rx™ ProGrind Honing & Polishing System

	ROUTINE MAINTENANCE	INTERIM MAINTENANCE		RESTORATIVE MAINTENANCE *
		POLISH & STAIN DEFENSE	STAIN & ETCH REMEDIATION	
CRETE RX™ CHEMICALS	<ul style="list-style-type: none"> • DensiClean 	<ul style="list-style-type: none"> • DensiClean • Stain Defense 	<ul style="list-style-type: none"> • DensiClean • LiquiGrind • Densifier • Stain Defense 	<ul style="list-style-type: none"> • DensiClean • LiquiGrind • Densifier • Stain Defense
CRETE RX™ TOOLS & PADS	<ul style="list-style-type: none"> • Crete Rx SI Cleaning Pad • Crete Rx Shine Tool, Red 	<ul style="list-style-type: none"> • Crete Rx SI Cleaning Pad • Crete Rx Step 3 Polish Tool, Tan • Crete Rx SI Burnish Pad • Crete Rx Shine Tool, Red 	<ul style="list-style-type: none"> • Crete Rx SI Cleaning Pad • Crete Rx Step 1 Grind Tool, Blue • Crete Rx Step 2 Hone Tool, Green • Crete Rx Step 3 Polish Tool, Tan • Crete Rx SI Burnish Pad • Crete Rx Shine Tool, Red 	<ul style="list-style-type: none"> • Crete Rx SI Cleaning Pad • Crete Rx Step 1 Grind Tool, Blue • Crete Rx Step 2 Hone Tool, Green • Crete Rx Step 3 Polish Tool, Tan • Crete Rx SI Burnish Pad • Crete Rx Shine Tool, Red
EQUIPMENT	<ul style="list-style-type: none"> • Auto Scrubber 	<ul style="list-style-type: none"> • Auto Scrubber • Burnisher 	<ul style="list-style-type: none"> • Low Speed Buffer • Auto Scrubber • Burnisher 	<ul style="list-style-type: none"> • Auto Scrubber • Burnisher

* Depending on the wear of the concrete, the Crete Rx Reset Tool may be required

Crete Rx™ ProCoat Cleaning & Coating System

	ROUTINE MAINTENANCE	INTERIM MAINTENANCE	RESTORATIVE MAINTENANCE
CRETE RX™ CHEMICALS	<ul style="list-style-type: none"> • Daily Scrub SC 	<ul style="list-style-type: none"> • Daily Scrub SC 	<ul style="list-style-type: none"> • LiquiStrip
PADS	<ul style="list-style-type: none"> • Red Pad 	<ul style="list-style-type: none"> • Blue or Maroon Pad • Lite Hair Pad 	<ul style="list-style-type: none"> • Black High Productivity Stripping Pad • Lite Hair Pad
EQUIPMENT	<ul style="list-style-type: none"> • Auto Scrubber 	<ul style="list-style-type: none"> • Auto Scrubber • Burnisher 	<ul style="list-style-type: none"> • Auto Scrubber • Burnisher



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