



# offsite sales and shows AUTO DEALERS

**Featuring any of our traffic-building promotions at your next offsite sale or show is guaranteed to attract record crowds. It's a great way to get your name out there and best of all, giving you a chance to sell a car or two while they are there.**

### Auto Lotto

You've never seen anything like this before! Auto Lotto gives you increased traffic to your web site, a database of potential customers qualified by their motivation to buy, and a steady stream of traffic to your next offsite exhibit. All for pennies a head!

### Conditional Rebates

This is a great way to support your local team and pad your pockets at the same time. Offer a large rebate on all purchases during the show if your local team wins the big game, hits a grand slam, scores a defensive touchdown—you name it. You can use any team and any condition! Your dealership will show its support, your customers will cheer on the team and Odds On will write the check.



### Dice Roll

Set up a small casino style dice rolling area in your area of the auto show. Advertise the Dice Roll contest and use it in your sales pitch. If a customer buys a car or stops by your exhibit they get a chance to roll the dice and win the cost of the car. We'll provide you with customized dice for the promotion. When someone rolls a minimum of five logos, they win the car, and Odds On sends you the check!

### Frisbee Toss

Tag an advertising campaign with the chance to "fly away with a brand new car". Bring back all customers who have purchased vehicles at the end of the promotion period. Draw or qualify your lucky finalists for a shot at tossing a Frisbee through a template and they can walk away with a 100% rebate check.

### Lucky Car or Truck

Imagine the motivation to buy when you advertise that a certain number of cars and trucks at your exhibit are secretly tagged as "lucky." If someone is lucky enough to buy a "lucky" one, they win a year's worth of payments or the car itself. Odds On will foot the bill of course.

### Lucky Guess Contests

Lure customers to your exhibit with the chance to guess the number of ping-pong balls in a car, pennies in the bed of a truck, or jellybeans in a jar. This promotion fits into any promotional theme and is a sure fire way to increase traffic.

### Lucky Envelopes

This promotion makes your showroom look like Fort Knox. Fill the room with Lucky Envelopes inserted into Money Bags provided by Odds On and register anyone making a good faith offer for the chance to select a bag of their choice at the conclusion of the sale. Every envelope is a winner, but a few Lucky Envelopes are worth thousands of dollars off the purchase price—paid in full by Odds On of course. Think this will close a deal or two?



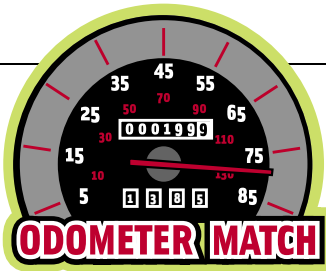
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PROMOTIONS

**888.827.2249**

**www.oddsonpromotions.com**

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### Odometer Match

Advertise the opportunity to WIN a new car with every trade in. When people stop by to strike a deal, enter the trade-in's odometer reading into our number verification unit. If the reading matches the preselected number, your customer drives home a new car and Odds On will write you a check!

### Paper Airplane Toss

Tag an advertising campaign with the chance to "Fly away with a new car." Bring back all customers who have purchased vehicles at the end of the promotion period. Draw or qualify your lucky finalists for a shot at launching a paper airplane through a template. Contestants could walk away with a 100 percent rebate on their purchase and Odds On takes foots the bill.



### Prediction Contests

Offer the chance to win a new car or truck for stopping by your exhibit and predicting the top five finishers in this week's NASCAR race, the winners of the Country Music Awards or the closing of the Dow. Use whatever event appeals to your audience. Don't forget to sell them a car or two while they're there.

### Prize Vault

Use the Prize Vault to lure customers to your exhibit for the chance to crack the code and win great prizes and huge discounts off the price of a new car or truck. Put the keys in the Plexiglas vault and let people try to crack the code and WIN. Odds On will program the vault with offers and discounts guaranteed to increase your "ups". And, if someone guesses the preselected number, the vault will open, your customer wins the prize, and Odds On writes you the check.

### Putting for Payments

Great for Masters or U.S. Open week. It's simple, make a good faith offer and a putt or two and win thousands of dollars off the lease or purchase price. Odds On has all the supplies necessary to run this promotion and all the cash ready to pay if Tiger shows up on your lot.

### Scratch and Win Cards

Old reliable! For pennies a head you can advertise the chance to win up to \$1,000,000 just by stopping by your exhibit and scratching off five to six symbols. These scratch cards will give customers the opportunity to win the prize, and you the opportunity to sell cars!

### Second Chance Lotto

Millions of people purchase lottery tickets everyday. Offer them a second chance to win simply for stopping by your auto show exhibit and registering their ticket for a "second chance". Odds On will draw new numbers and insure the prize; your job is to sell'em while they're there.

### Serial Number Match

This is another great way to increase exhibit traffic. Within your advertising, invite people to stop by the show to match their Social Security or driver's license number to the Vehicle Identification Number of a new car or the Serial Number of a large check. If the last five to seven digits match, they win the car, and Odds On will cash you out!



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### Sports Contests

Lure all the ex-jocks in the area to your lot by offering a skills contest with huge prizes and discounts off the purchase price of a new car or truck. Simply make an offer, give your best Joe Montana, Michael Jordan or Wayne Gretzky impersonation, and walk away a winner. Odds On will help you with all the details and insure you against any unexpected Hall of Famers.

### Super 7's Slot Machine

Run a Vegas-style promotion at your auto show. Advertise the chance to stop by your exhibit and pull the handle to win fabulous prizes and discounts towards the lease or purchase of a new car or truck. Odds On will customize a program using the Super 7's Slot Machine to achieve your goals!



### Video Scratch & Win

Video Scratch & Win is a great way to motivate buyers. Simply advertise the chance to uncover huge discounts with every good faith offer. Customers control their own destiny by selecting six spots on the video grid. For example, offer a \$500 discount for 1 correct selection, \$750 for two, \$1000 for three, \$1,500 for four, \$2,000 for five, and a FREE car for six. You set the discounts and frequency for up to five correct selections, and Odds On picks up the tab for six!

### VIN Number Match

Within your advertising, invite people to stop by your exhibit to match their Social Security or Drivers License number to the Vehicle Identification Number of a new car. If the last five to seven digits match, they win the car, and Odds On will cash you out!

### Weather Promotions

Your sales will skyrocket with a promotion centered on the weather. Run a sale advertising a \$5,000 rebate for all cars purchased during the promotion, if it snows on Christmas Day. Or give a year's worth of payments to the first 100 buyers if it reaches 100 degrees on July 4th. The possibilities are endless!

### Zoom Ball

Zoom Ball is an ideal way to incentivize customers to make an offer and close the deal. When they visit your lot/showroom, give them the chance to play Zoom Ball for huge discounts off their potential lease or purchase price. One thousand dollars off for four orange balls, a year's worth of payments for five orange balls, or how about a FREE car or truck for six orange balls. Talk about incentive to buy! Don't worry—Odds On takes all the risk while you sell all the cars!



**Premiums start as low as \$500.**

**Call today for a free, no-obligation quote.**

**888.827.2249**