



How DIAS Is Being Promoted

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(Presentation for suppliers)
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Recruit More Sales Persons

- Recruit Sales person for sales of the products exhibited in DIAS for OEM and AM Market.
- AM market products is to serve both retail and wholesale
- Wheels (Target local wheel distributors , dealers , tire companies)
- Electrical Scooter (Individual senior citizen)
- Yokomo drifting Remote control cars (Young generation)
- All other products displayed in DIAS.
- Once a week seminar and personnel Ad in local news paper and web site.
- Recruit more Commissioned based and experienced sales persons. The more sales persons we have the more exposure we will achieve.

Conduct Charged Seminars

- Monthly events
- Technical and suppliers net working oriented seminars.
- Targeted 200- 500 people at one time
- Hosted by DIAS or sponsorship with other companies and organizations included.
- Further development of targeted Industry Interests.

Sponsor Social Affairs

- Sponsorship of Non profit organizations and local Government Agencies to hold training programs, special events, located in DIAS.
- Church activities like music crusades, training, and prayer breakfast meetings.
- Free of charge and charged use of facility.
- Weekly events with advertisement on web sites and in the local news papers, and other media.

Free lunch & Supplier Net Working

- Weekly events. Every Wednesday.
- 11:00 AM to 15 :00 PM
- Invite engineers from OEM and multiple tier suppliers to come and visit DIAS.
- Also invite Asian suppliers and customers from around the state of Michigan.
- Targeted at 50 to 100 persons at a time.
- Advertise on DIAS web site and e-promotion, and verbal communications.
- Specialty products category for topic of discussion, individually and personalized.

Motor City Welcome Center

- Opening on 1/15/2008 (Targeted) suite 1400 – model.
- Partnership with Government Agencies such as Wayne County, Detroit Airport authority, Down River Community organizations, Allen Park, APPAC, DCBA, etc.
- Partnership with local Businesses and professional organizations.
- Welcome center will be placed on the Map and in the Michigan Government and tourism brochures, magazines and web sites.
- DIAS will become the very first stop, after visitors and tourists land in the Detroit International airport.
- Multitudes of people will visit DIAS through the welcome center.

Advertisement

- Bill-Boards along the high ways.
- Professional news papers and automotive related magazines.
- Travel and tourism information.
- Local news papers and magazines.
- E-mail / web-site ongoing promotions.
- Television and Radio Programs (WWJ) & Blue Sky Promotions.

Proposed Partnerships

- Professional organizations such as SAE, AIAG, OESA, DCBA, GAI, WJR, WWJ, Blue sky, APPAC, Chamber of Commerce's, SEMA, APPEX, CAR, TCCGD and Wu foundation (long term).
- Medias like Wards, Crain Automotive News, Auto-tech daily, Auto-beat Automotive design and production.
- OEM and multi-Tier suppliers for conducting new product introductions and innovative technology seminars.
- Government Agencies for promoting the state of Michigan and the U.S. business development commissions.
- CPA's and attorney offices for immigration, investment programs, and tax seminars

Book Salon

- The selling of books and publications to increase the traffic to DIAS.
- To exhibit and sell SAE and other automotive professional publications like hand book, directory , technical paper, magazines, photo books.
- To sell Chinese, Korean , Japanese and other foreign language publications.
- Sell books about Michigan and Wayne County and other Government publications.
- To sell auto toys like Remote control cars.
- To sell music CDs, DVDs and other medias like car posters.

Coffee Shop and Restaurant

- Providing a reasonable and attractive price for breakfast and coffee to attract people for gathering, meeting, and shopping in DIAS.
- Through special promotions program like; free breakfast for the first 100 customers, once a week on the weekends, to build up the name in the community.

Language Salon

- To have different language classes available at DIAS, to attract people to come and visit and participate in our facility.
- Partnership with different language schools where certifications can be earned and obtained. (Sam Danou / Govt. funding possibilities).

Training Program for New Auto Suppliers from Asia

- To provide the training programs needed to help new suppliers to understand OEM requirements and operational procedures.
- Culture awareness training.

Promotion in Asia and Globally in Other Countries around the World

- Set up sales office in the major cities around the world.
- Expand promotions and sales team to reach out to the world (Partnership with Wayne County and DTW airport authority)
- Set up investment delegations from Asia to visit Michigan State and Wayne County.
- Partnership with foreign countries and professional associations and organizations, globally.