

MAXIMIZE ROI & ENGAGEMENT FOR

AGENCIES

LEVERAGING ROADSHOWS

LEADS TO 300% MORE

CLIENT SUCCESS



Xtreme Concepts Roadshows



TABLE OF CONTENTS

1

Why Roadshows are essential for your customer

2

Types of Roadshow events suitable for your client

3

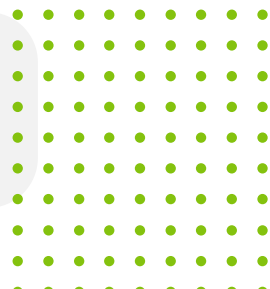
Choosing the right trailer for your customer event

4

Successful Roadshow strategies for your clients

5

Words from the founder



Why Roadshows are essential for your clients

In today's competitive landscape, **agencies** must use innovative strategies to differentiate their customers and enhance their brand experience.

Roadshows offer a **unique opportunity** to achieve this through direct engagement and unforgettable experiences that go beyond traditional marketing channels.



+6H
LONG QUEUES

+1000
VISITORS/DAY

+5
LOCATIONS

Roadshows: The perks for your clients

- **Increase Direct Engagement:** Personal interaction with target audiences enhances the brand experience.
- **Dynamic Product Launches:** Provides a platform for launching new products in a memorable way.
- **Market Expansion:** Reaches new audiences and geographic locations.
- **Brand Strengthening:** Increases brand awareness and appreciation.
- **Lead Generation:** Attracts potential customers and generates quality leads.

CASESTUDY: FENTY BEAUTY ROADSHOW

At Xtreme Concepts Roadshows, we had the wonderful opportunity to host the Fenty Beauty Rihanna Roadshow - an iconic beauty experience that redefined the standards of inclusivity and engagement. Rihanna's brand, Fenty Beauty, revolutionized the beauty industry by celebrating diversity and offering quality products to customers suitable for all skin tones.

THE CHALLENGE: IMPROVE BEAUTY PERCEPTION OF MAKE UP

The challenge was clear: How could **Fenty Beauty** improve the process of finding the perfect foundation? Choosing the right shade from 50 options can be overwhelming. Working with **Parisian agency PARTI PRIS**, Xtreme Concepts Roadshows was tasked with creating an experience that not only simplified this process, but turned it into a **fantastic brand activation**.



THE SOLUTION: FENTY BEAUTY DRIVE ARRIVES IN PARIS WITH POP-UP STORE

The solution was the Fenty Beauty Drive - a pop-up store that went **beyond the traditional shopping experience**. Nestled on the forecourt of Gare Saint Lazare, this space offered a quick, easy and free beauty regimen. Visitors could find their ideal foundation in less than five minutes with the help of **dedicated makeup artists**. The space was **designed for content creation** and matched the aesthetic of American fast food restaurants. Thanks to the **Promobox 25ft**, this was all made possible.

Facts and figures

- Queues of up to 6 hours
- 1000 visitors per day
- +5 locations

Wanna see more of this event?

[Check it out on the site](#)

TYPES OF ROADSHOW EVENTS SUITABLE FOR YOUR CLIENT

In the world of roadshows, versatility is the name of the game. Consider factors such as size, facilities, and branding capabilities to ensure the trailer fits the unique needs of your client's event. Here's a glimpse into the diverse types of roadshow events:



BRAND ACTIVATION

Bring your customer their brand to life with a brand activation roadshow. It's not just about displaying products. It's about creating memorable experiences that establish deep connections between a brand and their customers.



MERCHANDISING

In the world of roadshows, merchandising is an essential category that's often underestimated. This side of roadshow mastery focuses on creating branding opportunities and turning the physical space within the mobile showroom into a vibrant marketplace.



HOSPITALITY

Hospitality during roadshows are essential. They're all about creating a delightful atmosphere for attendees, making them feel extra special. Hospitality roadshow events leave a lasting impression and set the stage for memorable connections and business opportunities.



PRESS & MEDIA

When it comes to roadshows, press and media engagement is a crucial element in building excitement and increasing visibility. This category is about mastering the art of storytelling and media relations.

Discover what other services we provide
[Check it out on the site](#)

CHOOSING THE RIGHT TRAILER

FOR YOUR CLIENT EVENT



PROMOSTREAMER

The Promostreamer BE, an entry-level model, is perfect for cost-effective mobile marketing roadshows. It features a galvanized chassis for durability, easy access with an electrically operated large side hatch and a rear access door, and manual support legs for stability. Xtreme Concepts Roadshows offers it for both sale and rental, with or without a professional driver and project manager.



PROMOBX MERCHANDISING

Your client need a temporary sales unit for a sporting event, a festival? Our merchandising Promobox is autonomous and independent thanks to the solar panels mounted on the roof.



PROMOWHEELS

The quick set-up time of only 10 minutes makes this vehicle the ideal solution for total mobile freedom. Easy to use as a mobile showroom, mobile training room, mobile point of sales, mobile information point, demo vehicle and mobile presentation room. In short, information on wheels.



MAKE UP TRAILER

Xtreme Concepts Roadshows unleashes the Power of Mobility and Convenience through our Hair and Make-up Trailer. This trailer is a game-changer, equipped with mirrors, lighting, and styling tools, ensuring efficient and worry-free on-location work. With numerous benefits, it's the top choice for TV and movie productions, offering convenience and comfort wherever your production takes you.



SALES BOOTH CONTAINER

Your client need a temporary sales unit for a sporting event, a festival? Our Sales Booth c/ce is completely autonomous and independent thanks to the solar panels mounted on the roof. These units have been successfully used for several years during the Tour de France and the prestigious Roland Garros tennis tournament.



PROMOBX 40FT

Be it for a product presentation, a reception, a B2B or B2C tour ... this unit is the right one. A gigantic unit with top quality glass that lowers to ground level in 20 minutes and frees up a huge amount of interior space thanks to two large sliding cabinets.

Successful Roadshow strategies for your clients

- **Establish clear objectives:** Outline specific goals and objectives for each roadshow campaign.
- **Understand your clientele:** Gain insight into the interests and preferences of your client's target audience.
- **Strategize your route:** Select strategic locations that align with your client's objectives and target demographics.
- **Craft compelling content:** Develop compelling and interactive content that captivates and resonates with the audience.
- **Implement omnichannel promotion:** Utilize a diverse range of promotional channels to maximize exposure and engagement.
- **Train your team:** Ensure your agency's team is thoroughly trained and prepared to deliver exceptional experiences at every roadshow event.



Achieve The Roadshow Dream

Empower your agency to achieve your clients' roadshow goals with clarity, strategy, and excellence.

What's the ambition for your clients? Let us know. Their goals are our mission, and we're dedicated to not only setting but surpassing targets with unparalleled expertise. Get in touch with Xtreme Concepts Roadshows, and together, let's turn your clients' roadshow vision into reality.

Interested? Feel free to contact us

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Words from Founder

"We are constantly looking for new developments in the field of high-end vehicles and trailers. You will find a selection of our range in our digital showroom: pop-up shops, mobile stages, hospitality units, mobile radio and TV studios, information/training and service units, roadshow trailers, our offer is the widest in Europe. Thanks to our various partnerships, we are sure to have the appropriate vehicle for your roadshow project."



With a large fleet of mobile promotional and hospitality units, Xtreme Concepts Roadshows has the latest and widest range of products in Europe, suitable for world-class sports -& various events.

The sky is the limit! This applies even more to concepts and customized event tours. Xtreme Concepts Roadshows is the ideal partner for your specific requests and eye-catching promotions. From concept to implementation, we realize your wildest ideas.

George Björnqvist



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