



World Trade Center Orlando announces partnership with Cordell Racing in the promotion of, and arrangement for, Event Marketing through the use of Branded NASCAR Simulators.

Experiential Marketing is widely recognized to improve and create long lasting memories by incorporating all 5 senses. Not just seeing, but touching, smelling, feeling and hearing

Now instead of wishing for huge crowds to visit your booth or business event, Cordell Racing has the proven power of NASCAR to make those wishes come true!

Cordell Racing NASCAR simulator cars are hired out for a wide range of marketing events and promotions, with the #1 goal of increasing attendance, generating leads and creating memorable fun for all. Whether it's for your event, new product announcement, or booth, Cordell Racing NASCAR Simulator programs will enhance the experience and help ensure your ROI!



RESERVE YOUR DATES TODAY!



DRIVE ATTENDEES TO YOUR TRADE SHOW BOOTH! TO LEARN ABOUT YOUR PRODUCTS!



This interactive brand activation is a major crowd pleaser and a great way to generate leads and provide a great lasting impression on all attendees!

All benefits are included – all we need is your logo!

Race Cars driven by top drivers in NASCAR!

Specifications - Booth Space Requirements

- A minimum of 20 x 10 booth space is needed for the function and use of the *NASCAR Simulator*
- Electrical standard of 110 power hookup is needed for power and operating the *NASCAR Simulator*.

Description of Services *BRANDING!... BRANDING! ...BRANDING!*

- Setup, operations, and teardown of the *NASCAR Simulator*.
- Decal, printing, and installation of branding on simulator.
- Branded Simulator racing tickets.
- Two *NASCAR* race tickets to daily winner of fastest lap in simulator.
- Production of artwork to use for signage, banners, website, etc.
- Branded Pit Crew uniforms for our “pit crew” to wear.
- Brand Ambassadors to serve daily as “Pit Crew”
- Data Capture (Attendees answer a few questions which you provide before they race in the simulator)



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To draw crowds to your next important event, or for more information, contact johnw@worldtradecenterorlando.org or call 770-880-1918

Sample List of winning clients using Cordell Racing:



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