

# PROPANE

## EXCEPTIONAL ENERGY®

### Propane Road Show Guidelines

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## *The Goal of these Guidelines*

**This document provides an overview of a Propane Road Show event and its implementation process.** It explains what a Road Show is, what topics are usually covered at a Road Show, the key audiences for a Road Show, and the process for putting on a successful and effective event.

### *What is a Propane Road Show?*

The goal of a Propane Road Show is to promote the commercialization of our partners products that use propane as an engine fuel for on and off road applications including vehicles, forklifts, ground service equipment, and irrigation equipment. Propane provides a cleaner burning alternative to gasoline and diesel, increase energy security and can have other significant advantages for fleet users.

The Road Show brings the most knowledgeable speakers and newest information on propane use and products directly to potential customers and key influencers. It gives attendees a chance to directly interact with experts on propane products. The Road Show also provides an opportunity for attendees to see and drive propane powered vehicles. Finally, the event is designed to generate media coverage for propane to further expand the reach of key Road Show information.

Road Shows are typically half day events that may or may not include lunch. (The local host usually decides what works best.) They can be held in conjunction with association meetings, relevant conferences, or as a stand alone event. They include informational presentations, interactive question and answer sessions, vehicle displays and ride and drive opportunities. *Appendix 1* provides an example of a road show agenda.

### *Who is the target audience for a road show?*

Getting the right audience to these events is essential for their success in promoting the use of propane as an engine fuel. The key audiences for a road show are potential fleet customers and others who influence propane use. Key fleets to target for a road show event could include public and private transit, shuttle, delivery services, HVAC contractors, school bus systems, police departments, park services, taxi and limousine services, airport ground service equipment operators, fork lift operators and lawn maintenance companies. It may also be useful to include representatives from local and state governmental and environmental organizations, the media, and others who may be interested in expanding awareness of propane as an engine fuel.

## *The Propane Road Show Implementation Process*

The most successful Road Shows are a joint effort between the Propane Education & Research Council (PERC) team and local hosts. The PERC team tries to make the

implementation of this event as easy as possible. However, some key participation by local hosting organizations is necessary to make the event a success. The following sections provide detailed information on the implementation process and the PERC and local partner roles in this process. *Appendix 2* provides a detailed planning timeline.

### ***PERC's Road Show Assistance***

The PERC team works hand in hand with local hosts throughout the planning and implementation process. In most cases, the PERC team takes full responsibility for the following tasks:

- Coordinating the speakers and presentations
- Managing online event registration
- Providing vehicles and on-site displays
- Helping coordinate the day-of-event set up and implementation
- Coordinating all media outreach to maximize coverage before and after the event.

The PERC team also provides an implementation “toolkit” to assist local partners. This toolkit includes:

- Detailed event planning timeline (*Appendix 2*)
- Email and hardcopy invitation templates (*Appendix 4*)
- Informational handouts
- Case studies

Finally, the PERC team is available to help the local hosts as much as possible throughout the event planning process and on the day of the event.

### ***Local Host Road Show Activities***

The local host’s primary responsibilities are to identify the right people to invite and the best place to hold the event. In most cases, the local partner handles the following tasks:

- Identify and invite local fleets and other important local players in the propane and engine industries
- Identify the best location and timing for the event to maximize attendance
- Set up local services including the venue, audio visual, and catering.
- Identify and contact possible local speakers such as political figures or local fleet managers who are successfully using propane
- Day of event registration/welcome and welcoming remarks

### ***How can I locate local fleets to invite?***

A successful event is one that draws 50 to 100 of the prospective fleet customers listed above. Local hosting organizations often already have contacts with fleets in their area. However, State Propane Association or Clean Cities program coordinators may also be able to assist with identifying local fleets to invite. Other groups they may be able to provide fleet contacts include local and state chapters of the National Association of Fleet Administrators (NAFA) and automotive fleet dealer representatives. Local NAFA Chapters need at least three training events per year to keep their chapter status. *Appendix 3* provides some websites of some organizations that may be useful in helping locate fleets

### ***What makes a good location/venue?***

It is good to choose a location that is centrally located for a wide range of fleets that may be able to use propane engine products. The best locations are in a metropolitan area in relatively close proximity to an airport and lodging for out of the area speakers and guests. In addition, it helps to have a propane refueling station near the event venue. The Clean Cities web site listed in *Appendix 3* can assist with locating these refueling stations.

An ideal venue will also be able to meet the following requirements:

- Can accommodate 50-100 people in a room with a classroom style set up
- Can provide AV equipment including a projector, screen, podium and microphone
- Has Room to set out refreshments and lunch
- Has an easily accessible outdoor area large enough to accommodate propane vehicles including a school bus, forklift, mower, and trucks

### ***Who would make a good local speaker?***

A wide range of people could make good local speakers. For example, a local fleet manager or owner who is successfully using propane as an engine fuel would make an excellent speaker. Representatives from local government or non-profit organizations that provide incentives or assistance in implementing propane could also be a good addition to the Road Show. A local politician who supports clean air causes and the use of propane to reduce pollution and increase energy independence would also make a good speaker and may help draw a larger audience and more media coverage.

### ***How can I get started with a Road Show?***

If you are interested in hosting a Propane Road Show event, please contact Greg Zilberfarb ([greg@thesales.net](mailto:greg@thesales.net)) at PERC as soon as possible.

## *Appendix 1. Sample Propane Road Show Agenda*

On the day of the event, the PERC team will arrive 1 to 1 ½ hours prior to the event to set up displays and to ensure the room set up is functional. They also coordinate vehicle delivery and set up. The local host usually arrives early as well to set up a welcome table with materials about propane and attendee name tags.

10:00 – 10:15 am	Local host's welcome and overview of the Road Show
10:15 – 10:30 am	Opening presentation - Propane Education and Research Council representative (covers the case for using propane)
10:30 – 10:45 am	Locally relevant speaker (for example a local representative discussing propane incentives or a fleet user of propane)
10:45 – 11:45 am	Product representatives' presentation (can include representatives for vehicles, lawnmowers, forklifts, and/or irrigation equipment depending on audience)
11:45 – 12:15 pm	Question & Answer period
12:15 – 1:15 pm	Lunch
12:30 – 2:00 pm	Product Ride and Drive
2:00 pm	Event concludes

## *Appendix 2. Detailed Road Show Planning Timeline*

Task	Responsibility		Timeline
<b>Event Planning</b>			
Identify possible dates/work with NAFA Chapter	Host		Approx. 3-6 months before event date
Contact PERC for date availability	Host		Approx. 3-6 months before event date
Ongoing support and coordination		PERC	Throughout event planning and implementation
Contact vehicle partners and speakers for availability		PERC	Approx. 3 months before desired event date
Identify local fleets and other key audiences	Host		Approx. 2 months before desired event date
Identify possible local speakers	Host		Approx. 2 months before desired event date
Identify possible venues	Host		Approx. 2 months before desired event date
Finalize date with local partner, speakers, product representative		PERC	Week after initial Local Partner contact
Finalize date	Host		Approximately 2 months before event date
Finalize venue	Host		Approximately 2 months before event date
Set up online registration and share information for invitations		PERC	1 1/2 months before event
Put event on organization information website calendar	Host		1 1/2 months before event
Organize catering, audio visual, room set-up	Host		1 1/2 months before event
Develop final list of invitees with contact information	Host		1 1/2 months before event
Provide invite template (email and hardcopy)		PERC	1 1/2 months before event
Send out initial email invite	Host		1 1/2 months before event
Send out hardcopy invites (if using)	Host		1 1/2 months before event
Finalize speakers		PERC	1 month before event
Organize and finalize presentations		PERC	1 month before event
Secure vehicle(s)		PERC	1 month before event
Secure displays (PERC and partners)		PERC	1 month before event
Send out follow up email invite	Host		at least 3 weeks before event
Reconfirm venue, AV, catering	Host		week before event
Provide product and PERC materials/ handouts		PERC	week before event
Organize local materials/handouts if relevant	Host		
Develop press release and initial media contacts		PERC	week before event
Follow up media contact		PERC	Day before event
Walk-thru venue to confirm set-up, AV, catering (PERC if flight schedules allow)	Host	PERC	Day before event
Provide final update on registration information		PERC	Day before event
Make name tags	Host		Day before event
<b>Day of event</b>			
On-site set up of vehicles, displays		PERC	1 to 1 1/2 hours before event
Confirm/test audio visual		PERC	1 to 1 1/2 hours before event
Set up welcoming and registration table			1 hour before event
Coordinate speakers and presentations		PERC	During event
<b>Post event</b>			
Media follow up		PERC	Day of event

### *Appendix 3. Useful Websites for Planning a Propane Road Show*

[www.propaneroadshows.com](http://www.propaneroadshows.com)

This web site contains archived presentations and photos of past Propane Road Shows and serves as the registration page for any Propane Road Show supported by PERC.

<http://www.afdc.energy.gov> and <http://www1.eere.energy.gov/cleancities/>

Provided by the U.S. Department of Energy, these web sites, Alternate Fuel Data Center and Clean Cities, contain valuable information pertaining to Propane and other alternative fuels. One feature of these sites is the capability to locate Propane Refueling Facilities through-out the United States.

[www.npga.com](http://www.npga.com)

Maintained by the National Propane Gas Association, this web site provides legislative leadership for the propane industry.

[www.propanecouncil.org](http://www.propanecouncil.org)

Maintained by the Propane Education and Research Council, this web site contains technical and educational information pertaining to the use of Propane.

<http://www1.eere.energy.gov/cleancities/>

Clean Cities is a national organization that works to reduce dependence on foreign energy sources and promote cleaner fuels. The organization is made up of regional coordinators. The coordinator who governs your area may be useful in providing ideas for fleets to invite and/or local speakers.

[www.nafa.org](http://www.nafa.org)

The National Associations of Fleet Administrators is a key trade association for fleet operators. They have state level chapters that may be useful in locating local fleets.

[www.percthirdthursday.net](http://www.percthirdthursday.net)

Every third Thursday of the month at 11:00 am Eastern, PERC holds a propane related webinar. Here you will find archived presentations on a wide variety of interesting topics.

## Appendix 4. Sample Email Message

*You may add or change the text to best suit your specific needs.*

Dear xx,

(Company/organization name) is excited to announce its upcoming Propane Road Show, to be held (date, time, and location). Join fleet managers, government officials, environmental representatives, and propane industry experts to discuss how this domestic fuel can help you lower your fuel costs and reduce your carbon emissions immediately.

During this three-hour program, you will:

- learn the environmental and energy security benefits of propane as a motor fuel
- find out what on- and off-road products are currently available
- understand available tax credits and incentives
- discover how to prepare a cost-saving analysis, and
- learn about installing propane fueling stations.

The event will culminate with the opportunity to test-drive a propane vehicle.

Find out first hand why this alternative fuel is called the “right here, right now” solution. To register for this event, please visit [www.propaneroadshows.com](http://www.propaneroadshows.com) or contact (name, phone, email).

*Below is a sample invitation you may use to mail to potential attendees for your local Propane Road Show. You may add or change the text to best suit your specific needs.*

**Company Name cordially invites you to attend our upcoming  
Propane Road Show**

**Presentations** (add topics here)  
**Question & Answer Session**  
**Ride & Drive**

**Join fleet managers, government officials, environmental representatives, and propane industry experts for this  
free half-day program.**

(day, year) **from** (start to end time)  
**at the** (location, address, city, state)

**Lunch included** (optional for host company)

**Please confirm your attendance by** (date) **to** (person and phone/email)

**Sponsored by** (your company name)

## *Appendix 5. Sample Press Release*

### **( ) Takes Aim at Cutting Carbon Emissions Now**

Major manufacturers present alternative fuel vehicles that cut greenhouse gas emissions

CITY, STATE - (Name of participating manufacturers) and other manufacturers, with support from Propane Education & Research Council (PERC), today showcased on- and off-road propane-fueled vehicles that cut carbon and particulate emissions at a road show stop here, one of ( ) stops in (state).

The road show offered state fleet and transportation managers the chance to test-drive the newest propane-fueled vehicles on the market. Featured vehicles included a (blank). Participating propane marketing included (propane marketers).

“Fleet managers are seeing an increase in demand from their customers for green fleets,” said ( ). “Test-driving the propane-fueled vehicles shows fleet and transportation managers how well the vehicles perform while running on a fuel that can help them reduce carbon emissions and fuel costs immediately.”

On average, propane fleet vehicles reduce greenhouse gas emissions by 19 percent and create 20 percent less nitrogen oxide, up to 60 percent less carbon monoxide, and fewer particulate emissions, compared with gasoline.

According to PERC President and CEO Roy Willis, propane is already the most widely used alternative fuel on roads today, powering 14 million vehicles worldwide. “Propane-fueled fleet vehicles deliver a comparable performance to their conventional-fueled counterparts,” said Willis. “Propane-fueled vehicles not only reduce greenhouse gas emissions immediately but also reduce operating costs by 5 to 30 percent, making propane the most viable, affordable, and available alternative fuel.”

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## *Appendix 6. The PERC Team Contact Information*

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