



Connection

Craftsmen Goes Virtual!

On March 5th, Craftsmen launched its inaugural Virtual Tradeshow. After logging onto the show, visitors are greeted with a short introduction about navigating through the show from Craftsmen's own "virtual" Dan Schaffer.

The tradeshow contains new ideas and valuable information intended to bring out experiential marketing ideas. The new concept vehicles have never been seen before.

- Learning Center
- Information Downloads including case studies and brochures
- New Concept vehicles capable of rotating 360 degrees
- Movie Theater for videos and animations

<http://virtual.craftsmenindmedia.info>

