

Derema Group SHOWUP 2022 – Exclusive “First Look” Product Exposition

Derema Group, North America's largest marine and RV sales and marketing agency, completed its third annual SHOWUP event on August 25th at the Philadelphia Airport Marriott. This three-day event highlights Derema brands and is attended by key aftermarket customers. The SHOWUP concept organizes and structures three traditional show features: Customer/Vendor interaction, Content-Building, and Product Training.

Distribution and retail executives

The event provided executive attendees one-to-one access with the top management personnel of leading brands in the recreational marine and RV industries. Booth displays provided a showing of key product categories and new 2023 products. The event also offered a review of packaging and assortments in an open and non-transactional environment, allowing attendees to make informed and strategic decisions prior to the fall buying shows.

Content building

Utilizing the latest in 4K production equipment and video technology, booth tours were filmed to introduce dealers and sales professionals to the vendors and featured products for 2023. Derema also produced micro-videos of key products and category training videos that will help dealers get new associates trained quickly. Final videos will be made available for consumer sites, B2B sites, and e-learning platforms.

Derema specialist training

Derema Group's 30-person national sales team was also in attendance and rotated among the booths for detailed product training. Derema's team of ABYC-certified advisors and soon-to-be RVTI Level 1 technicians were trained in the latest in product developments and changes to better prepare for the upcoming fall buying shows. Brand executives presented their product line to the sales

specialists providing insight into the category and a consistent message from the Derema team at the fall shows.

Remote learning

Personnel from two of the industry's leading training organizations, ABYC and RVTI, were on hand to discuss programs and initiatives to keep dealer associates educated on servicing product. Derema has developed its own proprietary e-learning platform called Best Brand Rewards (BBR) that allows dealers to train and monitor the progress of employees while earning reward points.

Learning modules are available that utilize content created at SHOWUP. The modules focus on training the associate on resolving retail scenarios. Lesson plans are created that teach identification of issues, benefit explanation, and technician installation guidance and required tools. The content is organized so the entire store team can benefit from the training and focus on what is critical to their needs.

Derema Virtual Store

Attendees also had the opportunity to visit the Derema Virtual Store (DVS) booth at the SHOWUP event. DVS utilizes specialized software and 360-degree cameras to create a digital twin of dealer retail stores. Derema sales specialists complete this service for free in exchange for improved Derema vendor brand presence. Once completed, the dealership can place an embedded image on its website showing consumers products and services it offers in an interactive 3D model of its location.

Included in this service is the addition of DeremaTags, which highlight specific products or categories and can utilize the micro-videos created during SHOWUP. The program has

“**Best Brand Rewards (BBR) allows dealers to train and monitor the progress of employees while earning reward points.**”

resulted in increased website traffic and store awareness for the dealers. Many dealers who have participated said they found their customers commenting: "I didn't know you stocked so much!" and "I didn't even know you had a store." The SHOWUP 2022 Derema Hall is an example of a digital twin. Marine professionals can visit the Derema Hall product showcase today and see the new 2023 products.

SHOWUP 2023

The dates for next year's SHOWUP Exposition are August 22-August 24, 2023, and it will be held again in Philadelphia, Pennsylvania. Derema Group will continue to build on the success of this year's event. The organization is focused on properly aligning the role of the sales rep's value in the supply chain and maximizing its contributions in improving the business of both the vendors it represents and the customers it serves.

For more information about the Derema Group, please visit www.derema.com.



Derema Group's national sales team at SHOWUP 2022



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SHOWUP 2022 PRODUCT SHOWCASE



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