



TRACTOR BEAM MARKETING
POWERFUL MARKETING STRATEGIES

www.thetractorbeam.com
Email: info@thetractorbeam.com

Book Tractor Beam Marketing for your event!

About our live events:

We are Jake and James, The Tractor Beam Guys; and we are fun and engaging educators and entertainers! Our style is personal and interactive; which means we are not your typical stand-behind-a-podium speakers. We connect with audiences, and having a 'team' presentation style also makes what we do very out-of-the-ordinary.

Pricing

Usually the first question people ask is, "How much does it cost to get you to speak at our event?"

Currently, we do not have a set speaking fee. As a result, honorariums are negotiated for each event. Question #2 typically ends up being, "What is an honorarium?"

Basically, an honorarium is an offer for services, and does not include travel and hotel expenses.

So make us an offer! Because this is part of how we make our living, we rarely accept 'free' speaking engagements, and do so only for select charitable organizations we like to support. However, we cannot accept every free request from non-profits, no matter how worthy the cause.

Travel & Accommodations

Arrangements can be made by you or by Tractor Beam Marketing, whichever you prefer. If you want us to handle it, we will do our best to find the lowest priced round-trip airfare and accommodations balanced with quality, and include the expense in the bill. If you want to take care of travel arrangements, our airline preferences are [WestJet](#) for Canadian and Select US destinations, or anywhere in the world with [Star Alliance](#) partners or [British Airways](#); round-trip airfare is from Edmonton, Alberta, Canada. For flights within North America, standard economy class is acceptable; outside of the US and Canada, business class is required.

Regarding hotels, standard 4-star business hotels are fine, and we do require two non-smoking rooms on a non-smoking floor. Depending on proximity to a major airport and driving times, we can either rent a car or be transported by you or a representative of your organization. Rental car costs and moderate meals are also billable as a travel expense.

Booking

Fill out the form provided on the website at http://www.thetractorbeam.com/make_contact_booking.php.

If accepted, a 50% non-refundable deposit of the honorarium is required to retain our services, and must be paid before a booking will be finalized. The following 50% and travel expense (if applicable) will be invoiced after the event is completed.

Cancellation Policy: If an event is cancelled for any reason more than 60 days before the confirmed date, it is Tractor Beam's policy to reschedule an event within 12 months at the same fee. Should you cancel the program 60 days or less before the date of the program the full speaking fee is due and payable before the date of the originally scheduled event.

Who We Connect With:

- Small Business Organizations, Conferences & Events
- Service Clubs
- Chambers of Commerce
- Non-Profit Organizations
- Schools & Colleges
- Trade Shows
- Corporate Events
- Special Interest Groups*
- Super-Interesting People!

**Such as Women in Business or Christian Business Organizations. We will not cater to vice industries or groups whose common ground is sexual in nature.*

Equipment Requirements:

- **Projector & Large Screen**, with adequate power supplied.
- **2 Microphones and amplification system w/sound input from laptop** (can be handheld or wireless microphones, we aren't picky).
- **Sound Technician** If you do not have your own sound system, technical department or projection equipment; we have the capacity to provide these as well. This must be disclosed up front and negotiated into the contract.

Topics: These are currently popular topics if you would like to choose one; or we can custom tailor a topic to your specific needs.

- **The Power of Branding**
- **Romancing Your Business**
- **Social Skills: Getting Started with Social Media for Business**
- **The Marketing Cycle: Taking the Fear Out of Marketing Your Business**