

CONSUMER EVENT MARKETING - EVENT REPORT/SUMMARY

TYPE OF EVENT: WINSTON CUP

EVENT NAME: PRIMESTAR 500

LOCATION: ATLANTA MOTOR SPEEDWAY
ATLANTA, GA

CONVERSION

DATE(S): FRIDAY, MAR. 6 (10:00AM - 2:00PM)
SATURDAY, MAR. 7 (8AM - 1PM) (2ND SHIFT TILL 3PM)
SUNDAY, MAR. 8 (8AM - 1:00PM)

CEM STAFF: LINDSAY SNYDER
JOEL PRUETT

GROUP III STAFF: MISKA HADIK (SUPERVISOR)
DAVID WHEELER (SUPERVISOR)
MIKE GLIBOWSKI (LEAD MANAGER)
MANAGERS: DREW BECK, SEAN FRANKLIN,
JOHN GLIBOWSKI, AMANDA KEMMER, PAUL HEDLUND
BOB BLACK, BRIAN FERBER.

BRAND STAFF: NED LEARY, CRESSIDA LOZANO.

SME PROPERTIES

WINSTON TRACK HOUSE: LOCATED OUTSIDE GATES 13 & 14 BEHIND
CHAMPION GRANDSTANDS.

WINSTON PITSTOP: LOCATED IN THE INFIELD ON THE FIRST CORNER AS YOU
COME THROUGH THE TUNNEL IN TURN 3.

ADDITIONAL THUNDER THEATER: LOCATED AT THE END OF SOUVENIR ALLEY
OUTSIDE BETWEEN TURNS 3 & 4.

PACK SWAP BOOTHS:

7 BOOTHS FRI. MAR. 6

8' AT THE END OF SOUVENIR ALLEY
MOBILE BOOTH UNDER GRANDSTAND AT GATE 12
MOBILE BOOTH UNDER GRANDSTAND AT GATE 13
6' UNDER GRANDSTAND ABOVE GATE 15
MOBILE BOOTH OUTSIDE GATE 15
8' OUTSIDE GATE 2
6' IN THE INFIELD AT THE WINSTON PITSTOP

10 BOOTHS SAT. MAR. 7

SAME AS ABOVE
8' BESIDE THE TRACK HOUSE
6' TOP OF THE HILL INSIDE GATE 3
MOBILE BOOTH IN THE INFIELD IN FRONT OF SOUVENIR / CONCESSIONS
BETWEEN TURNS 1 & 2

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4 BOOTHS SUN. MAR. 8
8' BESIDE THE TRACK HOUSE
6' UNDER THE GRANDSTAND ABOVE GATE 15
MOBILE BOOTH UNDER THE GRANDSTAND AT GATE 13
MOBILE BOOTH UNDER THE GRANDSTAND AT GATE 12

SECURITY: ROCK SOLID SECURITY
PO BOX 12365
ATLANTA, GA 30355
DAVE SANTAGATA

CONVERSION INFORMATION GOAL:

	Day 1	Day 2	Day 3	Totals
# REDEMPTION BOOTHS	6	10	4	20
# INTERCEPT AGENTS	63	104	32	199
# TOTAL INTERCEPT NAMES	1733	3023	2166	6922
# GOAL				15000
VARIANCE (+/-)				(8078)

WEATHER: FRIDAY: CLOUDY & COLD HIGHS IN THE LOW 50'S
SATURDAY: SCATTERED RAIN SHOWERS, HIGH IN THE LOW 40'S
SUNDAY: HEAVY RAIN UNTIL 9:30 AM, RAIN BROKE UNTIL 1:30 PM

LODGING: SME
RENAISSANCE ATLANTA HOTEL
ONE HARTSFIELD CENTER PARKWAY
ATLANTA, GA 30354
(404) 209-9999

MODELS: MARILYN'S (20 TRAVELING AGENTS)
601 NORWALK ST.
GREENSBORO, NC 27407
(336) 292-5950
CONTACT: CHELSEA JOHNSTON

DONATELLI'S (20 TRAVELING AGENTS)
156 MADISON AVE.
READING, PA 19605
(610) 921-0777
CONTACT: MICKEY DONATELLI

ORIENTATION: WAS HELD EACH MORNING AT THE TRACK HOUSE IN
THE TENT BY DAVE WHEELER. LINDSAY GAVE A BRIEF
MOTIVATIONAL SPEECH EACH MORNING BEFORE THE
AGENTS WENT OUT TO THEIR OPERATIONAL BOOTH.

ISSUES / OPPORTUNITIES: OVERALL, GROUP III DID A GOOD JOB THIS WEEKEND DESPITE THE WEATHER; WE NEED TO HAVE A SMOOTHER TRANSITION WHEN THERE IS A GIVEN BREAK FOR THE MODELS THAT ARE GOING TO WORK THE WINSTON PITSTOP. ALL PRODUCT THAT IS LEFT OVER AT THE END OF THE WEEKEND SHOULD BE BOXED UP AND HAVE THE TOTAL NUMBER OF CARTONS WRITTEN ON A FLORESCENT STICKER WITH THE DATE AND THE PERSONS INITIALS WHO COUNTED THE PRODUCT.

EACH MANAGER NEEDS TO KEEP A CHECK ON THEIR AGENTS, FILL OUT THE AGENT TRACKING FORM, AND MAKE SURE THE MESSAGE IS GETTING ACROSS TO EVERY CONSUMER. THEY ALSO NEED TO MAKE SURE THE SECURITY CHECKS EVERY IDENTIFICATION.

FOR FUTURE PRIMESTAR 500 LETS PRAY THAT IT DOES NOT RAIN.

WHEN THE WINSTON PITSTOP IS PRESENT AT AN EVENT WE NEED TO HAVE AN 8' BOOTH IN THE PITSTOP AREA INSTEAD OF A 6' BOOTH. THIS WILL ALLOW US TO HAVE MORE ROOM FOR PRODUCT AND WILL MAKE THE AREA APPEAR TO BE MORE NEAT. WHEN THE PITSTOP IS OPERATIONAL AT AN EVENT FROM 4:30PM - 10PM, WE MAY CONSIDER USING 20 AGENTS FROM 4:30 UNTIL DARK AND THEN CONDENSE THE NUMBER OF AGENTS TO FIT THE CROWD.

PRIMESTAR 500- Atlanta Motor Speedway

March 6-8, 1998

DATE	SIGN IN - EXECUTE	PIT STOP HOURS	Event Code 6104	# CONVERSION AGENTS	BOOTHs/AGENTS
Fri., Mar. 6	8:00AM - 10:00AM-2:00PM	4:00PM - 10:00PM		48	8/12
Sat., Mar. 7	6:00AM - 8:00AM-1:00PM	4:00PM - 10:00PM		80	10/20
Sun., Mar. 8	8:00AM - 8:00AM-1:00PM	8:00AM - 1:00PM		96	10/30

GIII INFORMATION

SUPERVISOR	Mike Hedlik	312-208-0276
	Dave Wheeler	1-800-577-3054
LEAD MGR	Mike Glibowski	
MANAGERS	John Glibowski	
	Drew Beck	
	Amenda Kemmer	
	Sean Franklin	
	Paul Hedlund	

GIII LODGING

Embassy Suites	
4700 Southport Road	
College Park, GA 30337	
404-767-1988 (ph) / 404-768-2080 (fax)	
Wednesday- March 4, 1998	CHECK IN
Sunday- March 8, 1998	CHECK OUT
Robin Trivette (contact)- 904-252-0034 (ph)	
904-252-5528 (fax)	

RJR INFORMATION

PRIMARY	Lindsay Snyder
	Joel Pruett
SPEVCO	Tim Utt

RJR LODGING

Renaissance Atlanta Hotel	
One Hartsfield Centre Parkway	(ph) 404-209-8999
Atlanta, GA 30354	(fax) 404-209-8934

MODEL INFORMATION

TRAVEL 1	Donatelli Models	20 Travel
Mike Donatelli	156 Madison Ave.	
	Reading, PA 19605	
	810-921-0777 (ph) / 810-921-7177 (fax)	
TRAVEL 2	Marilyn's Models	20 Travel
Chelsea Johnston	601 Norwalk St.	
	Greensboro, NC 27407	
	910-292-5950 (ph) / 910-294-9178 (fax)	
LOCAL 1	On Track	Winston CA
Dave Ecksmith	5801 Executive Center Dr.	25,25,25
	Charlotte, NC 28212	
	704-532-8577 (ph) / 704-598-9033 (fax)	
LOCAL 2	Marilyn's Models	Winston CA
Chelsea Johnston	601 Norwalk St.	25,45,77
	Greensboro, NC 27407	
	910-292-5950 (ph) / 910-294-9178 (fax)	

MODEL LODGING

TRAVEL 1	Holiday Inn Airport North	
TRAVEL 2	1380 Virginia Ave.	
	Atlanta, GA 30344	
	404-762-8411 (ph) / 404-762-8136 (fax)	
	19	# ROOMS
	Donatelli- 3/5/98 Marilyn- 3/8/98	CHECK-IN
	3/8/98	CHECK-OUT

RYDER TRUCK INFORMATION

Town & Country Portable Buildings	
7391 Tara Blvd.	
Jonesboro, GA	
770-478-1378 (ph)	Confirmation #s
Pick-up- 3/4/1998 (approx. 3:00PM)	18' # 8637859
Drop-off- 3/8/1998 (after 3:00PM)	24' # 8644207

SECURITY

DATE	HOURS	COMPANY INFO
Fri., March 6	7:30AM - 3:30PM	Rock Solid Security
Sat., March 7	5:30AM - 3:30PM	P.O. Box 12365
Sun., March 8	5:30AM - 1:30PM	Atlanta, GA 30355
		Dave Sanlaga
RATE	\$15/hour	

TRACK INFORMATION

Atlanta Motor Speedway	
U.S. Highway 19 & 41	
Hampton, GA 30228	
770-948-3925 (ph)	
770-948-3928 (fax)	

WAREHOUSE INFORMATION

Conversion:	Winston - NO BULL
Warehouse:	

INVENTORY

Pick-up:	
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WINSTON CUP CONVERSION ANALYSIS

EVENT NAME: Primestar 500LOCATION: Atlanta, GA

DAY		DATE		DAY		DATE		DAY		DATE						
Friday		3/6/98		Saturday		3/7/98		Sunday		3/8/98						
HOURS	10:00am	2:00pm	9:00am	4:00pm	10:00am	1:15pm										
PIT STOP HRS	4:00pm	10:00pm	4:00pm	10:00pm	8:00am	12:30pm										
#BOOTHS WITH PIT STOP	7		#BOOTHS	10		#BOOTHS	4		#BOOTHS					TOTALS		
NAMES	1309		NAMES	2593		NAMES	2166		NAMES					GOAL		
PIT STOP	424		PIT STOP	430		PIT STOP	0		PIT STOP					NAMES		
TOTAL	1733		TOTAL	3023		TOTAL	2166		TOTAL	0				PIT STOP		
NPH	216		NPH	233		NPH	722		NPH					TOTAL		
NPH/#AGTS	3.43		NPH/#AGTS	2.24		NPH/#AGTS	22.56		NPH/#AGTS	#DIV/0!				VARIANCE		
INVENTORY:																
VIDEO	STARTING	18000	ADDED			ENDING	11590									
POSTERS	STARTING	18000	ADDED			ENDING	11483									
CATALOGS	STARTING	18000	ADDED			ENDING	12000									
WINSTON	STARTING	1641	ADDED			ENDING	1176									
WINSTON LT	STARTING	1620	ADDED			ENDING	957									
ULTRA LT	STARTING	360	ADDED			ENDING	164									
TOTAL USAGE																
NOTES:																
TOTALS INCLUDING PIT STOP BOOTH																
AGENTS	63		104		32								TOTAL		136	
STAFF	12		22		8								LABOR		30	
RUNNERS	6		12		2										14	

"Gratis Request/Usage Report"

CONSUMER EVENT MARKETING

WINSTON CUP EVENTS



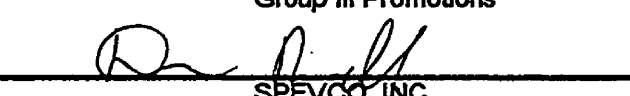
EVENT: Primestar 500

LOCATION: Atlanta, GA

DATES: 3/6-3/8

<i>Brand</i>	<i>Preceding Inventory</i>	<i>Cartons Received</i>	<i>Cartons Loaded</i>	<i>Beginning Inventory</i>	<i>Ending Inventory</i>	<i>Usage</i>
	<i>Full Cartons</i>		<i>On Truck</i>	<i>@ Event</i>	<i>@ Event</i>	
WINSTON BOX	861	780		1641	1176	465
WINSTON LIGHTS BOX	360	1260		1620	957	663
WINSTON ULTRA LIGHTS BOX	180	180		360	164	196
TOTAL	1401	2220	0	3621	2297	1324

SIGNATURES:


 R.J. Reynolds Tobacco Co.

 Group III Promotions

 SPEVCO, INC.

FAX TO:

Bill Ervin, RJRT Tax Dept. (336 741 0259)
 Joe Gohn, SME (336 741 6651)