

EXPLORE THE POSSIBILITIES

Although we do not promote or recommend using **Event•Trac** for long term use. Clients have reported longer durations of use with varied success.

Based on foot traffic, the fundamental difference between **Event•Trac** and competitive products is the lack of laminate. Our **textured** film provides the slip resistant surface versus using a laminate. Therefore the durability difference is surface related. The longer the film is down the more scratches will appear on the ink layer.

Some smaller retail stores have reported minimal ink loss and acceptable image quality after three months of moderate sidewalk use.

In less aggressive applications like bath tubs and shower stalls, the product has lasted up to 3 years with nearly no ink loss. Stair risers in sports stadiums have lasted a year. We encourage our customers to experiment outside of our two week durability statement. Many have reported wonderful, new uses.

If you are looking for a great, unique, short-term marketing material that is cost effective and a sure-fire hit, look no further than **Event•Trac!**

Your authorized **Event•Trac** dealer:



Brought to you by

HD Asphalt and Concrete Decals

Event•Trac

EVENT

TRAC

WHAT IS EVENT•TRAC?

Event•Trac is a powerful advertising media. Its super adhesive sticks directly to clean, dry asphalt and concrete. Unlike traditional sidewalk graphics, Event•Trac is truly affordable.

Event•Trac is targeted for shorter-term marking, whereas the competitors' films are designed and warranted for up to three months. Our research shows that the vast majority of concrete markings are for short-term events such as parades, concerts and sidewalk sales.

Event•Trac's unique texture does away with the need to laminate, so it also allows for better visibility of graphics. Competitive films utilize a thick laminate to provide a slip resistant surface which naturally detracts from the visibility of the graphics when viewed at an angle.

Event•Trac is a price driven concrete decal. If you need 3 months of warranted graphic, Event•Trac is not for you. If you need to do concrete markings for foot traffic for typical event time frames of 1 to 2 weeks, Event•Trac is your economical choice.

PHOTOS



APPLICATIONS

Event•Trac has many practical short-term uses for marketing, advertising, event signage and more:

Sponsorship Signage

- Auto Racing
- Cycling
- Concerts
- Festivals
- Parades
- Charity Walks
- Extreme Sports Events
- Stair Risers in Stadiums
- Bus Stops / Shelters
- Parking Garages
- Golf Cart Paths

Industrial Tagging

- Cement Companies
- Asphalt Seal Coaters
- Utilities Tagging

Point of Purchase

- Gas Station Pumps / Sidewalks
- Retail Store Sidewalks / Parking Lots
- Cart Return Advertising
- Concessions
- Car, Boat and RV Lots

Decorative

- Universities
- Town Centers
- Tradeshows
- Business Events

Other Uses

- Shower Floors
- Bath Tubs
- Boat Floors
- Trailer Ramps
- Skate Boards
- Surfboards
- Elevator Floors
- Stair Risers
- Counter Mats
- Curb Risers
- Pool Areas

Way Finding

- Temporary Handicap
- Directional Arrows
- Parking Directionals
- Restroom Directionals
- First Aid Directionals
- Concession Directionals