



# TIP SHEET NO. 17

## Car Showroom & Lot Decorating Tips

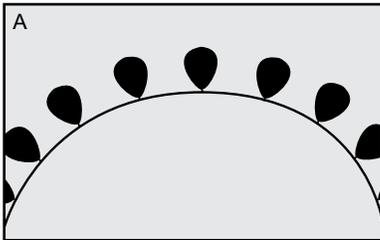
### ***Top 5 reasons for decorating your outdoor lot with balloons:***

1. Balloons will attract attention of potential customers as they pass by!
2. Balloons give the “big sale” impression
3. The color and movement of the balloons will bring the car lot to life!
4. Balloons provide a positive atmosphere for your lot
5. Balloons are another selling tool to be used by your sales force

### ***How to prepare balloons:***

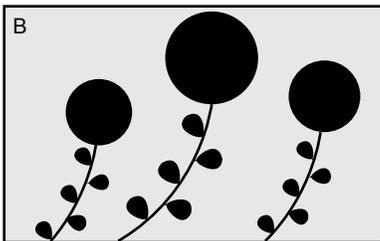
1. Pre-cut ribbon or line into 4-5 foot lengths
2. Inflate each balloon to full size and then release a small amount of helium (when a balloon begins to lose its round shape it is over inflated!)
3. Tie a knot in balloon and then attach ribbon
4. When finished inflating all balloons. SHUT THE VALVE ON THE HELIUM TANK!!!!

### ***How to decorate your lot:***



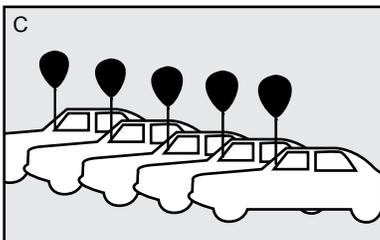
***Making a balloon arch (figure A):***

1. Stretch out your line (or ribbon) between two cars. Leave plenty of extra ribbon at each end so it will be easier to move and tie down arch in its permanent location.
2. Tie 17” balloons to the string (or ribbon) making sure to leave an 24” space between each balloon.
3. Make sure to alternate colors to get desired effect.
4. Repeat this process in various locations on your lot.



***Making balloon streamer (figure B):***

1. Inflate (1) 36” jumbo latex balloon and tie to the line (or ribbon).
2. Continue to tie 17” latex balloon every 24” until you get your desired height.
3. Be sure NOT to fasten streamers too closely to overhead power lines.



***Decorating individual cars (figure C):***

1. Inflate and tie (1) 17” balloon onto each car. Make sure to keep balloons the same height for best effect.

With our years of experience in helping dealerships achieve spectacular results we recommend you use a combination of arches, streamers and single balloons to achieve a display with the maximum impact!

***If you would like further tips and information please call us toll free at (800)363-7109 or visit us at [www.BALLOON-WHOLESALERS.com](http://www.BALLOON-WHOLESALERS.com)***