

Booth Guide— Promotion Fair Playbook

 **Mission** Show off our brand **Rattitude** — the taillight that shows your attitude.

 **Slogan:** *Ride with attitude.*

 **How to Approach Visitors When you see someone near the booth/poster:**

1. Greet & Introduce


Hi there! I'm [Your Name], from **Rattitude — Ride with Attitude!** Have you seen our taillight yet?

2. Invite to Watch Video

We've got a fun, quick video — want to check it out? It'll show you what Rattitude is all about!

3. Lead into the Pitch with Ppster

Awesome, let's dive into what makes **Rattitude** special!

 **Show the Rattitude Video** Play the short product video that highlights expressive LED emojis, beat-synced blinking, and unique riding styles.

 **Short Rattitude Pitch**

1. Intro

You just saw it in action — how cool is that? Rattitude — Ride with Attitude is no ordinary bike taillight. Forget those boring red dots stuck on a seatpost. We flip the script with a high-def LED screen that shows your mood and blinks in rhythm.

2. Emoji LED + Beat Sync

Rattitude's screen displays emojis you choose — happy, determined, cool. The light pulses to a rhythm, boosting visibility and turning your night ride into a light show.

Soon, it'll sync to your music too — your taillight literally dances to your beat.

3. App Customization

With our upcoming Rattitude app, you'll design and upload your own emojis — like picking an outfit for your bike.

Swap them daily, match your mood, your vibe, your attitude.

4. Market Opportunity

Bike lights hit \$368M in 2023, heading to \$757.7M by 2032 — an 8.4% growth every year.

Rattitude is ready to ride this wave — and we're inviting riders, investors, and partners to ride with attitude.

5. Closing

This isn't just a safety light — it's a statement.

Light up your path, show your vibe, and ride with attitude.

Thanks for stopping by — and remember: **Rattitude. Ride with Attitude.**

? Great Follow-up Questions

1. Do you have any product development suggestions for our product?
2. How much would you be willing to pay for a Rattitude taillight?

👏 Wrap Up

- **Thank them warmly**

Thanks — love your ideas! Hope you'll **ride with attitude soon!**