



### **Rocket Day Propels Distributor's Business**

Brand Fuel (*asi/145025*) held its annual self-promotional Rocket Day earlier this month. Danny Rosin, president of Brand Fuel, says over 20 supplier partners and 300 clients attended the Cinco de Mayo-themed event in Morrisville, NC. "There was a Mariachi band, a piñata filled with Brand Fuel-logoed candy, airplane bottles filled with tequila and custom-flavored ice cream called Rocket Road," Rosin says. "It was a great example of a distributor creating a must-

attend event for suppliers and end-buyers," says Timothy M. Andrews, president of ASI, who attended the event. "I was especially impressed that Danny and his team were perfectly comfortable having their key clients walking around the show, speaking with suppliers and, in the end, knowing the clients would buy from Brand Fuel with no fear they'd go direct to suppliers." The motivation for the event, which is also held annually in Norfolk, VA (this year's date is July 20), was not only to attract new clients, but to spread word of Brand Fuel's fifth move in eight years. Rocket Day also included a complete tour of its new facility. "It's our own self-fulfilling prophecy, really," Rosin says. "So many people buy online now. It's a great way to meet the people in person behind the e-mails."