



It's coming! The Event 2020, an online show to help you discover many of the best new automotive aftermarket products for 2021, is almost here.

Tri-State Enterprises is proud to bring you The Event, this year's easiest and quickest way to learn about what's new for 2021. Created in partnership with Total Truck Centers, The Event will present new products by category in easy-to-watch videos no longer than 10 minutes each (e.g., Ten New Steps and Boards for 2021), with different brands and styles in each video. If you want to learn more about any of the individual products, you can click a link to see a more detailed product presentation. You'll even be able to directly ask manufacturers questions about new products and tell Tri-State you're ready to buy.

As a bonus, by watching category videos, you will unlock exclusive The Event swag!

The Event will run November 30 to December 13. And it's free to participate. That's right, FREE: no charge, nothing, nada!

But there's more! Beyond learning about new products, you'll personally have a hand in shaping The Event! You get to participate in three ways.

1. We are asking you to submit vehicles to our builders' contest, [Masterpieces of Metal™](#), sponsored by Westin Automotive. You may submit any vehicle your company built, upfitted, or restyled in 2020. Vehicles will be sorted by category.
2. You are also our judges for the Masterpieces of Metal™ vehicle contest! Based on your votes, we will present Masterpieces of Metal™ awards to builders in each category.
3. As you watch the new-product videos, you can vote for your favorite in each category. Based on your votes, we will name The Event's Best New Products by category. Then, from those winners, you can help choose the Best Overall New Product of The Event!

The Event is your path to learning about new products, discovering products you might not have seen, and exploring cool vehicles. [Sign up today](#) to receive email notices about The Event and special promotions that Tri-State will be running along with it.

Thank you!

Tri-State Enterprises