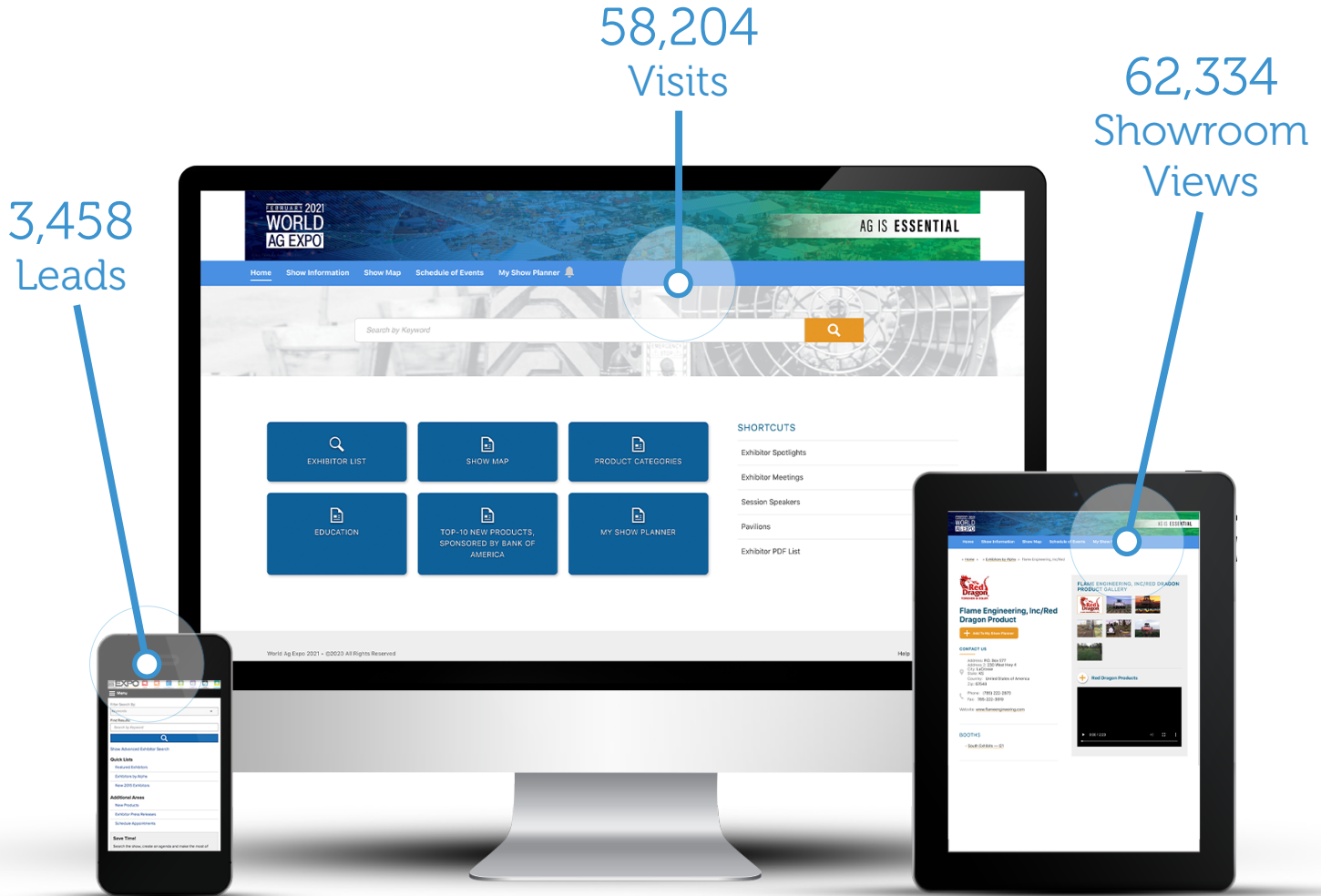


# WORLD AG EXPO® 2021

## DIGITAL MARKETING PACKAGES

2021 WORLD AG EXPO®

- ✓ ONLINE DIRECTORY
- ✓ SHOW PLANNER
- ✓ INCREASED EXPOSURE



## 2021 Digital Marketing Opportunities

# WAE 2021 LISTING OPTIONS

Each exhibitor qualifies for one of the Tiers below based on their 20% retained by WAE.

Upgrade to the next Tier for only \$500!

	TIER 1	TIER 2	TIER 3	TIER 4	TIER 5	TIER 6
Link to Website	✓	✓	✓	✓	✓	✓
500 Word Description	✓	✓	✓	✓	✓	✓
Logo	✓	✓	✓	✓	✓	✓
Lead Generation	✓	✓	✓	✓	✓	✓
Featured Exhibitor Listing				✓	✓	✓
Priority Placement in Search Results					✓	✓
Showcase w/ Images & Descriptions	4	4	6	8	10	12
Showcase w/ Video				2	4	6
Banner					✓	✓
Virtual Business Cards w/ Chat	2	4	5	8	10	12
Show Specials	1	2	3	4	5	6
Scheduled Exhibitor Events	1	2	2	3	3	3
Collateral (PR, links to videos, brochures)	2	4	6	8	10	12
Product Demonstrations				1	3	6
Interested in a Custom Email to Attendees? Email <a href="mailto:marketing@farmshow.org">marketing@farmshow.org</a> to get started!						
Dedicated Email Blast						1

To Upgrade, Contact:

**Brett Glatfelter** – Exhibitor Engagement Manager

513.527.8960 | [brett@mapyourshow.com](mailto:brett@mapyourshow.com)

# NEW DIGITAL RESOURCE FEATURES

CLICK HERE



## VIRTUAL BUSINESS CARDS



**Scott Merkin - Sales**

1-888-527-8822

I would love to help you with all your digital needs, please feel free to reachout to me at anytime!



## Virtual Business Cards with **Chat**

Upload your contact information, headshot, social media links and more to make networking simple.

Attendees are able to save your business card to their agenda planner for easy access.

## 43 Results for Special Offers



**20% Off Your First Month**

Advantage Limestone Lc

New customers will save 20% on their first month if they sign up in the next 30 days. Sorry, this offer is not available for past or current customers. No promo code needed.



**All scanners Are 5% Off**

Advantage Limestone Lc

Please mention this exclusive coupon when placing your next order to receive 5% off!



**Free Giveaway**

Advantage Limestone Lc

We will be giving away 10 new products to our customers.

## Show Specials

Attract more customers to your listing by calling attention to special offers, exclusive show discounts and giveaways your company may be offering.

## SCHEDULED EVENTS



### Mobile App Product Demonstration

Friday, July 10 2:00 PM - 3:00 PM Eastern Time

Please join us for a webinar about our newest version of our mobile app technology.

Location: [www.mapyourshow.com/](http://www.mapyourshow.com/)

Category: Education Training

## Scheduled Exhibitor Events

Drive traffic to your listing by promoting any special events you may be hosting, such as guest speakers, live or recorded webinars, live chat, or Q&A sessions in the Scheduled Events section of your listing.

All Press **Whitepaper** Brochure Additional Links Case Studies

## 10 Results for Collateral

Name	Company	Add to Planner
New Trilad X12	Walker Stock Innovations	
Supply Chain Vertical Integration - Hidden Costs	Dixon Factory Partners	
Information About Our Products and the Services We Offer	Ramos Crag Systems	

## Collateral

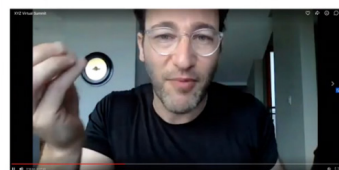
Upload a variety of attendee resources through your exhibitor portal such as press releases, brochures, white papers, videos and more. To maximize exposure, consider upgrading your package for multiple uploads.

CLICK HERE



## Boost Your Brand with Strategic Storytelling

Add to My Planner



JOIN THE CONVERSATION

## RESOURCES

Handout Example (PDF)

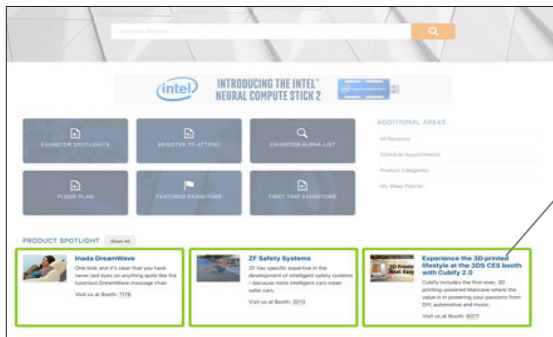
- Adrian 9:55 AM**  
Love the handout, but will this session be recorded or will you share your slide deck?
- SK 10:08 AM**  
Yes, please share all these opportunities you mentioned for strategic stories.
- Wes 10:12 AM**  
What's the link to the strategy story?
- JS 11:03 AM**  
Can I share some of the places you mentioned that you get ideas from? Are they websites or something else?
- Laura 11:12 AM**  
Great session, thanks so much Blake. I learned a lot!
- Blake (Owner) 11:20 AM**  
Thanks Laura!

## Product Demonstrations

Engage with attendees by scheduling live demos to showcase new products, educational sessions and more!

To Purchase, Contact:  
**Brett Glatfelter** – Exhibitor Engagement Manager  
513.527.8960 | [brett@mapyourshow.com](mailto:brett@mapyourshow.com)

# ADDITIONAL ADD-ON SPONSORSHIP AVAILABILITY WITH A TOP TIER PACKAGE

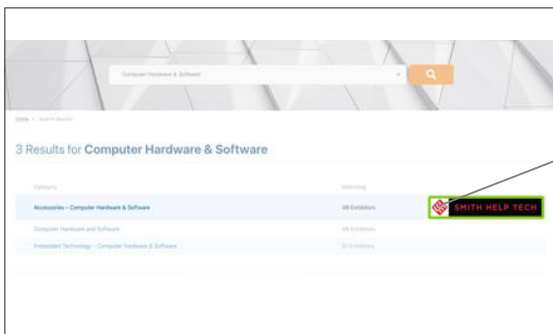


## Product Spotlight Sponsorship

Showcase an image or video of your product on the Directory Home Page. A live link will direct customers right to your company's listing, increasing more opportunity for your company and your brand.

*\*Exclusive to Top Tier Packages only*

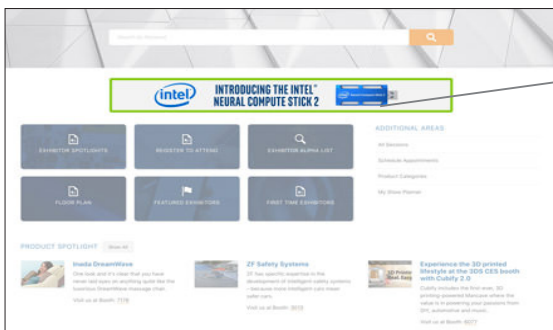
*\*\*Limited to the first 30 exhibitors*



## Exhibitor Category Sponsorship

Guarantee your company is the #1 listing in the category by adding this sponsorship to your listing.

320x50 pixel image (640x100 required for upload)



## Directory Banner Sponsorship

Take advantage of an exclusive opportunity to display your brand image and message on the front page of the directory.

*\*Exclusive to Top Tier Packages only*

1940x180 pixel image on the online directory home page or  
600x500 pixel image for smaller screens (mobile/tablet)  
(1940x180 & 600x500 pixel image required for upload)

To Purchase, Contact:

**Brett Glatfelter** – Exhibitor Engagement Manager

513.527.8960 | brett@mapyourshow.com

# SET UP YOUR EXHIBITOR PAGE

CLICK HERE



1 Login to Exhibitor Dashboard at [wae21.exh.mapyourshow.com](http://wae21.exh.mapyourshow.com)

2 Click on the Exhibitor Checklist Tile.

3 Click on the text of a task to get started!

You'll need access to photos, links, videos, press releases, brochures, and more to use every feature in your package.

Click the circle to the left of a task to check it off and move it to the Completed tab.

[Home](#) [Back](#)

**International Business Center**

Booth(s): [International Business Center](#)

[Contact Us](#) | [Event Webpage](#) | [Logout](#)

*Click here to view your changes!*

**SELECT CATEGORY**

> **Show All**

[Marketing Opportunities](#)  
[Online Features](#)  
[Required Items](#)  
[Resources](#)  
[Show Forms](#)

**Checklist Items**

Search the checklist



SAVE TO CALENDAR



ADD A CUSTOM ITEM

Checklist Items **15** Completed **0** Hidden **0**

Filter Items By: **Show All** To-Do Items Information Only

Sort Items By: **Items A - Z** Due Date

[2020 World Ag Expo® Attendee Demographics](#)

[HIDE](#) [NOTE](#)

☐ [Approve Exhibitor Data](#)

EARLY DUE DATE  
12/01/2020

[NOTE](#) [REMINDER](#)

☐ [Brands You Carry](#)

EARLY DUE DATE  
12/15/2020

[HIDE](#) [NOTE](#) [REMINDER](#)

☒ [Collateral \(documents and/or links such as press releases, brochures, links to video, etc\)](#)

DUE  
12/15/2020

[HIDE](#) [NOTE](#) [REMINDER](#)

☐ [Free Press Release Send](#)

EARLY DUE DATE  
12/15/2020

[HIDE](#) [NOTE](#) [REMINDER](#)

*Click on the text of a task to add information*

*After you complete a task, check it off to move it to the Completed tab*