

You are one step closer to launching your online exhibitor portal for this year's online event. We've provided you a step-by-step guide to show you all that you need to do to make sure your portal contains all your personalized content for attendees to view:

- **Log in** to your exhibitor dashboard using the credentials sent to you from World Ag Expo®.
- Once you are logged in, you will see your exhibitor dashboard. The Dashboard contains a selection of tiles that will direct you to where you will upload your content. Click on the "Digital Show Set-Up" tile to begin updating your profile.

WORLD AG EXPO®
FEBRUARY 9-11 | 2021

International Business Center
Booth(s): International Business Center

Activity: 99 Views, 3 Clicks, 2 Leads

Click here to view your leads and page visits

Click here to preview your digital show page

Thank you for choosing the rollover option
Your request has been submitted and your remaining balance will be transferred to the 2022 show. We will soon be reaching out with your 2021 digital show details.

Click here to set up your digital page

- Digital Show set-up**
Your comprehensive list of to do items
- Exhibitor Directory Listing**
Edit company information & select product categories
- Order Sponsorship & Marketing Opportunities, Services, Tickets and More**
Make the most of your investment by attracting your target audience.
- Upload Advertising Content**
Click here to upload your logo, press releases & product showcase
- Review Your Online Listing**
View your online listing
- Submit Payments / Download Invoice**
Review your Account Summary, print a statement and/or pay your balance.
- Download PDF Contract**
Click here to download a copy of your current PDF contract.
- View Leads & Stats**
View your leads & stats
- Change Password**
Change your Password for the Exhibitor Dashboard

Once you are in, you will see a list of steps you need to complete to update your profile for the digital event:

Checklist Items



SAVE TO CALENDAR



ADD A CUSTOM ITEM

Search the checklist



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 Company Information](#)

DUE 12/30/2020

NOTE

REMINDER

MANDATORY



[Brands You Carry](#)

DUE 02/05/2021

HIDE

NOTE

REMINDER



[Free Press Release Send](#)

DUE 02/05/2021

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NOTE

REMINDER



[Free Social Media Post](#)

DUE 02/05/2021

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REMINDER



[Marketing & Sponsorship Opportunities](#)

DUE 12/11/2020

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NOTE

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[Media Coverage Request Form](#)

DUE 02/05/2021

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NOTE

REMINDER



[Online Booth Contacts/Digital Business Cards](#)

DUE 02/05/2021

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[Product Demonstrations](#)

DUE 02/05/2021

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NOTE

REMINDER



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

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NOTE

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[Scheduled Exhibitor Events](#)

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NOTE

REMINDER

• Complete or Edit Company Information

• Enter or update your company information:

- Company name, country, address, website, etc.
- Enter or update company description
 - Add keywords into your description that attendees can find within the directory search (similar to Google!)
- Check to make sure website and social media links are active
- **Deadline: December 30, 2020 to be included in the print Exhibitor Guide**

- **Product Categories**
 - Make sure your product categories are relevant to your company and your product offerings. You can choose up to two (2) product categories so it is easier for attendees to find you via search.
- **Sales Material**
 - Upload brochures, sales sheets, link, white papers, case studies, and other company information you want attendees to be able to download.
- **Manage Online Booth Contacts/Digital Business Cards**
 - Insert contact information that will be available for attendees to download. Attendees will be able to add your virtual business card to their MyPlanner (agenda planning tool) allowing you to easily network!
 - Make sure ALL contact information is up to date and accurate. (Name, title, phone, email headshot)
- **Scheduled Exhibitor Events**
 - Upload calendar reminders for scheduled events you would like to host during the show. These will be posted on your profile and should include all the detailed event logistical information. These include scheduled live chats and webinars off-platform.
- **Show Specials**
 - Do you have a unique promo code you want attendees to access? This is the place to add it! Insert specific promotions and discounts you want readily available for attendees.
- **Brands**
 - Many companies have multiple brands under their umbrella. Be sure to insert all your company's brands so they will be visible to attendees. (Ex: *John Deere, Lely, Ariat, etc.*)
- **Upload Show Features**
 - Update your exhibitor page with your logo, photos, descriptions, and videos if they are included in your Tier.
- **Free Marketing Opportunities**
 - Free Press Release Send: complete the form to have your latest news emailed to the World Ag Expo® media and press release lists
 - Free Social Media Post: complete the form to have your information on World Ag Expo® social media pages
 - Media Coverage Request Form: complete the form to add your company information to the World Ag Expo® media resources (*does not guarantee coverage*)

Once you have completed all these steps, your online exhibitor portal will be up-to-date and ready for attendee views!