

Pre-Show Marketing Checklist for Exhibitors

Company Information and Objectives

Exhibiting Company Name: _____

Direct Contact Name/Title: _____

Direct Telephone: _____ Email: _____

My company's goals for participating at AG CONNECT Expo & Summit 2013 are:

- Generate leads (goal of _____)
- Inform customers of products
- Introduce new products
- Build/increase awareness
- Branding
- Sell products at the show
- Networking
- New to market
- Other: _____

Marketing Tactics and Sample Timeline

To achieve your exhibiting goals and the best ROI possible, AG CONNECT Expo & Summit strongly recommends a multi-faceted pre-show marketing campaign inviting producers and dealers to see your company at the 2013 show. The following timeline may be adapted to your sign-up date.

Upon Sign-Up as an Exhibitor:

- We're here to help! Contact Christina Wade (Tel: 414-298-4141 or email cwade@agconnect.com) for assistance with your pre-show marketing efforts.**
- Commit to promoting AG CONNECT Expo & Summit to producers through direct marketing or through your dealer network.**
 - Receive a unique source code to invite your customers to the show, compliments of your company, to include in your promotional messages. The source code includes general admission to the regular show days and/or Preview Day.
 - OR -
 - Have Show Management mail your AG CONNECT Expo & Summit promotional materials to your customer mailing list via a third party vendor.

Upon Sign-Up as an Exhibitor (continued):

- Send your international dealerships a note of support.
- Schedule an appearance on RFD-TV LIVE and add your participation at AG CONNECT Expo & Summit to your script.
- Start to plan for what new products/technologies your company will launch at AG CONNECT Expo & Summit 2013.
- Are you interested in hosting an exclusive one-on-one relationship building opportunity with producers through the show's bussing program?
 - Yes
 - No

If yes, Show Management will provide you with a reputable transportation service to help you arrange for a coach bus to pick-up producers at your dealership and bring them to the show. Please alert Show Management of any plans to ensure a smooth drop off, parking and registration badge pick-up/delivery process.

January 2012:

- Add the official show logo, web banners and decals on your communication tools. Free show marketing materials can be found on the show's website at: <http://www.agconnect.com/Exhibitors/ShowPrep/Promote/>
- Show Logos
- Show Web Banners
 - On your company's website:
 - Homepage
 - Marketing co-ops pages
 - Special events page
 - Special offers page
 - Specs page
 - On your direct marketing efforts:
 - Special communications to your customers, prospects and through your dealer network
 - Your company's correspondence and mailings (ie: parts catalogs, service slips, credit/sales slips, letterhead, envelopes, email signatures)
- Show Decals
 - Customize with your company's message
 - Adhere to your equipment or products

March 2012:

- Advertise your presence at AG CONNECT Expo & Summit through your media outlets
 - Use the AG CONNECT Expo & Summit logos and message "See us at AG CONNECT Expo & Summit 2013, January 30-31 in Kansas City, Missouri. Preview Day will be held January 29, by special admission" in your:
 - Radio ads (if applicable)
 - Television ads (if applicable)
 - Print ads in industry publications

- Newsletters
- Press Releases
- Social Media (Facebook and Twitter)
- Begin planning dealer promotions and awards programs**
 - Win a trip to AG CONNECT Expo & Summit contests, posters, promotional material distribution, events, etc.

June 2012:

- Pre-order/request free direct mail and event materials**
 - Print materials to send to producers and dealerships
 - Registration Brochures: _____ quantity
 - Postcards: _____ quantity
 - Posters: _____ quantity
 - Coupon Mailer: _____ quantity
 - Ads: _____ quantity
 - Flyers (attendee or dealer): _____ quantity
 - Event needs:
 - Banner/Signage:
 - Event name/date/location: _____
 - Promotional opportunities
 - Event name/date/location/item(s) needed: _____
 - Speaking/presentation opportunities
 - Event name/date/location: _____
- Communicate dealer promotions and awards programs**
 - Inform and distribute information to dealerships about the dealer promotions: Win a trip to AG CONNECT Expo & Summit contests, posters, promotional material distribution, events
- If your company manufactures machines or components, be sure to submit entries for your new products to the AE50 Outstanding Innovations Awards Program. Winners will be announced at AG CONNECT Expo & Summit 2013. More information is available on ASABE's website:**
<http://www.asabe.org/awards-landmarks/awards/ae50-awards.aspx>

September 2012:

- Promote AG CONNECT Expo & Summit Registration**
 - Determine which senior company executive(s) and product experts will be available to talk with attendees at the show. Send personal invitations from them to customers and prospects and feature them on the show website:
 - Industry Leaders Program** (free) - your company's senior executives and/or product experts whom attendees can talk with at the show.

- Promote your new products and technologies in your pre-show marketing campaign and on www.agconnect.com:
 - New Technologies Program** (free) -- the new products or technologies you plan to unveil at the show or feature in your exhibit.
- Update to the AG CONNECT Expo & Summit Registration logos and banners on your communications (website, emails, business systems)
- Upload short videos to YouTube on why AG CONNECT Expo & Summit is a vital event for the ag industry and/or promoting what innovations your company will showcase at AG CONNECT Expo & Summit
- Create a unique URL using the AG CONNECT Expo & Summit Website Template with your branding to announce and promote your events/activities/promotions before and at AG CONNECT Expo & Summit
- Add messages to radio and TV ads "See us at AG CONNECT Expo & Summit 2013, January 30-31 in Kansas City, Missouri. Preview Day will be held January 29, by special admission."
- Post that you'll be at AG CONNECT Expo & Summit on Social Media sites, along with special promotions, events, activities leading up to the show
- Participate in the AG CONNECT Expo & Summit SMART web ad program

- Launch dealer promotions and awards programs**
 - Begin Dealer Promotions: Win a trip to AG CONNECT Expo & Summit contests, posters, promotional material distribution, events
- Media Relations**
 - News releases
 - Media interviews
 - Social media postings
 - Schedule a News Conference – Contact Rich Jefferson (Tel: +1 414-274-0655 or e-mail rjefferson@agconnect.com) for room availability and times. Exhibitors may also hold news events in their booths. Exhibitors are encouraged to alert Show Management to their news event plans for compilation into a master calendar for the convenience of the media.

January 29-31, 2013 (at the show)

- Media Relations**
 - Media interviews
 - Media events/news conferences
 - Press kits to newsroom
 - Social media postings