



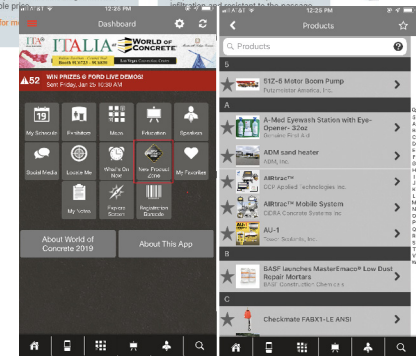
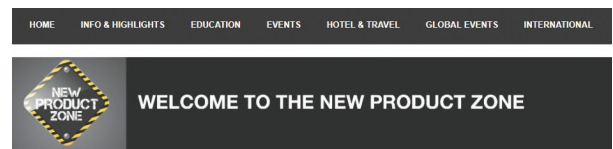
NEW PRODUCT ZONE

\$685 per product
\$2,100 for four (4) products

THE NEW PRODUCT ZONE is an exciting feature on the WWETT website where you can introduce a new product your company wants to highlight to WWETT website visitors. This listing will include your new product image,* a 100-word description of the product, company name, booth number, and a link to your website where you can feature additional information on the product.

Benefits:

- Website and Mobile Site Exposure: *Connect with thousands of visitors each month; will appear online through September 2020.*
- Prominent New Product Zone icon link at top of every webpage.
- WWETT App Exposure: *Includes a NEW PRODUCT ZONE icon on the app homescreen.*



*Website and Mobile App mock up, final design may differ

*Once this item has been purchased, the exhibitor must supply a high-resolution product image (370 pixels wide by 370 pixels deep), a url link, and a 100-word description for listing to your Account Executive via online upload. Each listing must be for one (1) product only. In the event the product is not ready for the show, we will allow one (1) product submission replacement.



ON-SITE PRODUCT SHOWCASE

New products are always an attendee favorite. To highlight the many new releases at the WWETT Show, we developed a promotional program to put them in the spotlight. To increase the excitement and drive traffic, we've added attendee voting with random cash prizes for those who participate.

- One product display of your selected size at Lucas Oil Stadium
- Company logo and product name listed in e-blast sent to all attendees and prospects pre-show.
- Company listed in press release distributed to industry media
- Company logo and product name listed on dedicated web page on WWETT website
- New Product Exhibitor designation on the digital and printed floor plans
- Space in special advertising section in the printed, onsite Program & Event Guide (each product ad approximately 3.5"x3")
- Post show digital lead report
- Post show e-blast of digital version of the special advertising section to all attendees and prospects



On-Site Product Showcase pricing for all the benefits listed above*:

3' X 2' Table -----	\$550.00
4' X 4' Table -----	\$850.00
8' X 8' Floor -----	\$1,200.00
10'x20' Truck Space -----	\$1,500.00

Digital or printed display options are recommended for products too large or unavailable.