

Fieldays^{NZ} APP

Marketing Opportunities



APRIL 2021

2021 FIELDAYS APP MARKETING OPPORTUNITIES GUIDE

Back, bigger and better than ever it's Fieldays 2021.

Fieldays is New Zealand's premier world class agricultural event, where you can get your business in front of over 40,000 Fieldays App users. Where they can discover the dynamic brands and products that are innovating New Zealand agriculture.

We've up spec'd the App for 2021 with a raft of intuitive updates and add-ons to make things even easier for users to plan their event days, see onsite map locations, check timetables, search for amenities, download information, look up exhibitors and so much more.

With a 29% increase of app uptakes over the last two years now is the ideal opportunity for your business to connect with more event attendees via highly targeted in-app advertising.

Find out how to make your Fieldays days message really stand out.

Why should you sign up to promote your business on the Fieldays App?

- Make it as easy as possible for **your** visitors to find your stand
- Elevate your brand and site with an engaged audience



FIELDAYS APP EXHIBITOR PACKAGES

The **STANDARD** package is available for all Fieldays event exhibitors and is **FREE**.

The **ENHANCED** package is a great way to elevate your brand presence by adding your logo and boosting your position in search results.

The **PREMIUM** package is packed full of value and ensures that you will have the best chances of your brand being seen.

Package Features	STANDARD FREE	ENHANCED \$500	PREMIUM \$850
Company name	✓	✓	✓
Contact details	✓	✓	✓
Site number(s)	✓	✓	✓
Logo on exhibitor details screen	✗	✓	✓
Logo on exhibitor listing and search results	✗	✓	✓
Hero image on exhibitor details screen	✗	✗	✓
Images on exhibitor listing screen (max 3)	✗	✗	✓
Hero banner on a homescreen	✗	✗	✓ *
Hero banner on a exhibitor listing and search screens	✗	✗	✓ *
Exhibitor listing text	50 words/ 300 chars	150 words/ 1000 chars	150 words/ 1000 chars
Findability			
Tier position on exhibitor listing in search results	Standard	Enhanced	Premium

*** Exclusive upsell opportunity for Premium Tier Exhibitors**

For \$1 000 you can secure one of these **limited** banners which will drive maximum exposure for your brand.

IN ADDITION –

Each App package detail will be extended to the printed Official Fieldays Programme as follows:

- **Standard:** Company name, site number, description and contact details
- **Enhanced Bold Listing:** Company name, site number, description and contact details
- **Enhanced Bold and Logo Listing:** Logo, company name, site number, description and contact details

FIELDAYS APP – TIER PACKAGES

Homescreen – Exhibitor banners

This mock up shows the placement of an exhibitor’s banner - an exclusive offering for **PREMIUM** tier listing package on the homescreen of the Fieldays App.

The banner has the exhibitor’s company name, logo and an image.



- **EXCLUSIVE OFFERING*** for **PREMIUM** exhibitors – banner on homescreen containing image, logo and exhibitor name

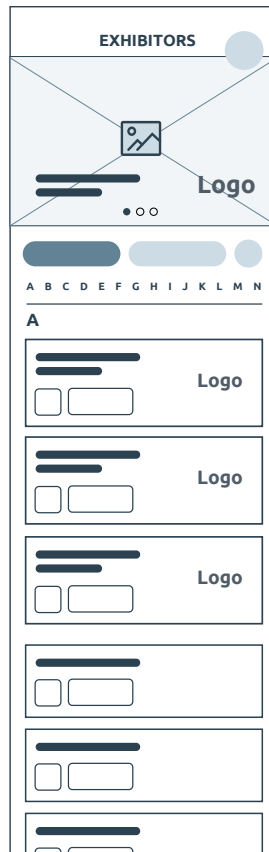
Exhibitor listing

This mock up shows the difference between the various tiers on the Fieldays Exhibitor listing page in the Fieldays 2021 App.

EXCLUSIVE OFFERING* for the **PREMIUM** tier listing package, a hero banner on the carousel at the top of the listing screen. The banner accommodates a logo, the name of the company and an image. The banner in the actual listing further down includes the just name of the exhibitor and the logo.

The **ENHANCED** tier listing package exhibitor banner includes the name of the exhibitor and the logo.

The **STANDARD** tier listing package exhibitor banner includes only the name of the exhibitor.



- **EXCLUSIVE OFFERING*** for **PREMIUM** exhibitors – banner on exhibitor listing screen containing image, logo and exhibitor name

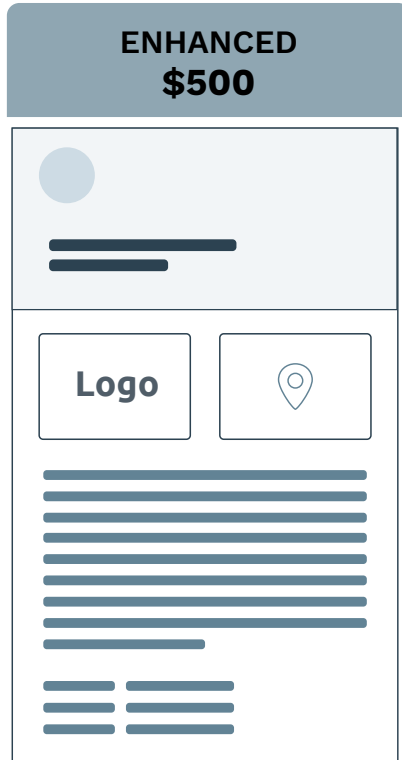
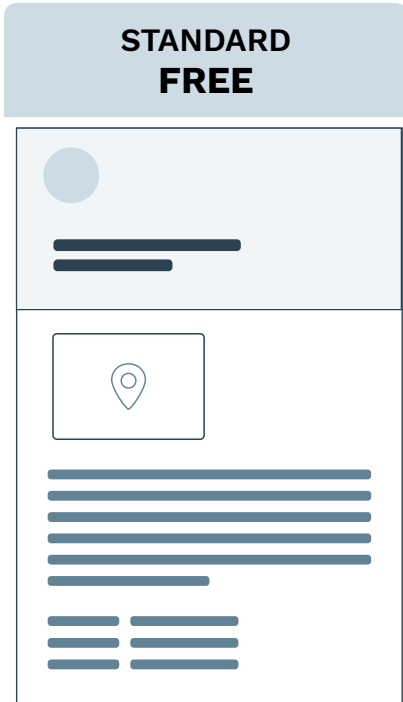
- **PREMIUM** and **ENHANCED** tier banner on exhibitor listing screen containing logo and exhibitor name

- **STANDARD** tier banner on exhibitor listing screen containing exhibitor name

More details on each exhibitor is accessed via the banner. There is a map icon and add to favourites icon in all banners.

* **Exclusive upsell opportunity for Premium** tier exhibitors
For \$1 000 you can secure one of these **limited** banners which will drive maximum exposure for your brand.

FIELDAYS APP – EXHIBITOR SCREENS



SCREEN FEATURES

- Exhibitor name
- Body copy 50 words/300 chars
- Contact details
- Site listing

- Exhibitor name
- Logo
- Body copy 150 words/1000 chars
- Contact details
- Site listing

- Hero Image
- Exhibitor name
- Logo
- Body copy – 150 words/1000 chars
- Contact details
- Site listing
- 3 images

FIELDAYS APP – SEARCH RESULTS

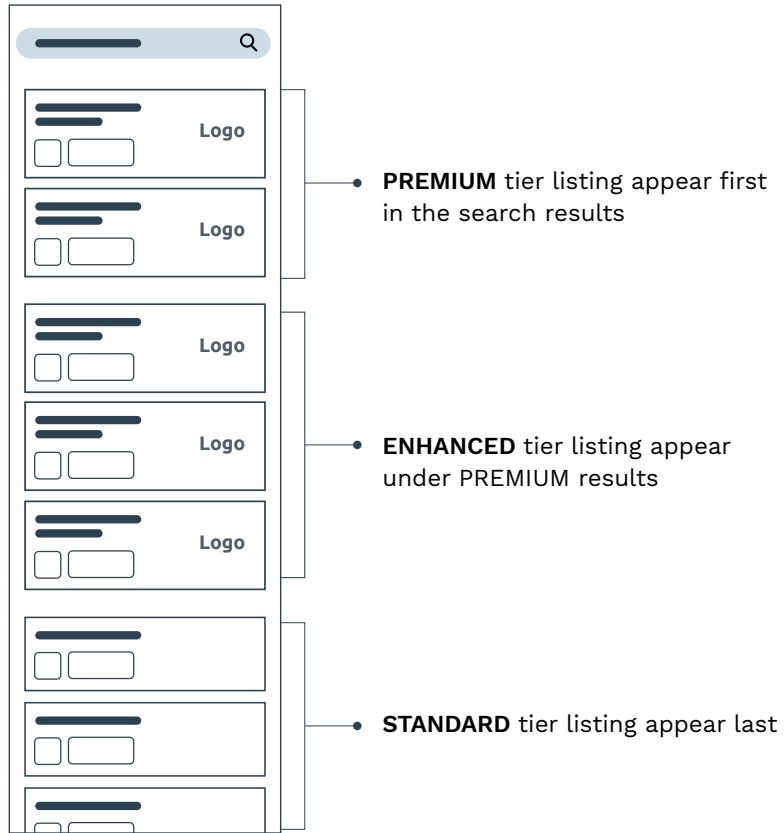
Search Results

This mock up shows the search result screen and the various positions for the tier offerings.

PREMIUM tier exhibitors will have preferential search results position, appearing above enhanced and standard listings in relevant searches.

PREMIUM and **ENHANCED** tiers have the exhibitor name and logo on the banners.

STANDARD tier banners will have the exhibitor name.



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SIGN UP TODAY FOR FIELDAYS APP

For enquiries: info@fieldaysonline.co.nz

