

Fieldays^{NZ} ONLINE

Marketing Opportunities

APRIL 2021



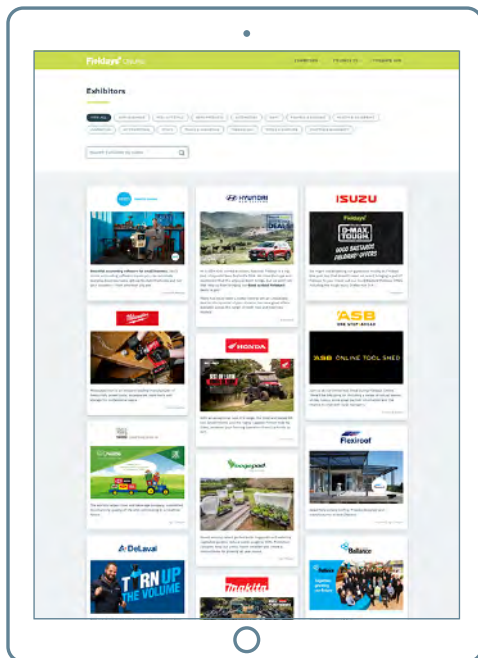
2021 FIELDAYS ONLINE MARKETING OPPORTUNITIES GUIDE

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

After the success of a ‘virtual’ event in 2020, **Fieldays Online** has proven to be an invaluable resource for both visitors and exhibitors alike.

As a reference point and an engagement tool, this natural extension of your **Fieldays** stand is an easy way to maximise your brand presence both here and beyond our borders. Putting your product or service in front of a whole new audience.

There's an **ONLINE EXHIBITOR PACKAGE** to suit any business – discover yours!



Why should you sign up for Fieldays Online?

- Add an online presence to support your physical exhibitor stand
- Make your business discoverable on the extensive Fieldays portal
- Enhance the visibility of your product or service across multiple websites - your own and the Fieldays platform
- Utilize more opportunity to engage with visitors
- Promote your competitions and giveaways
- Cross promote your Fieldays Explore Band opportunity and your FDTV package
- Showcase video of your business or product

FIELDAYS ONLINE – EXHIBITOR PACKAGES

These opportunities are only exclusively available to Fieldays 2021 Exhibitors.

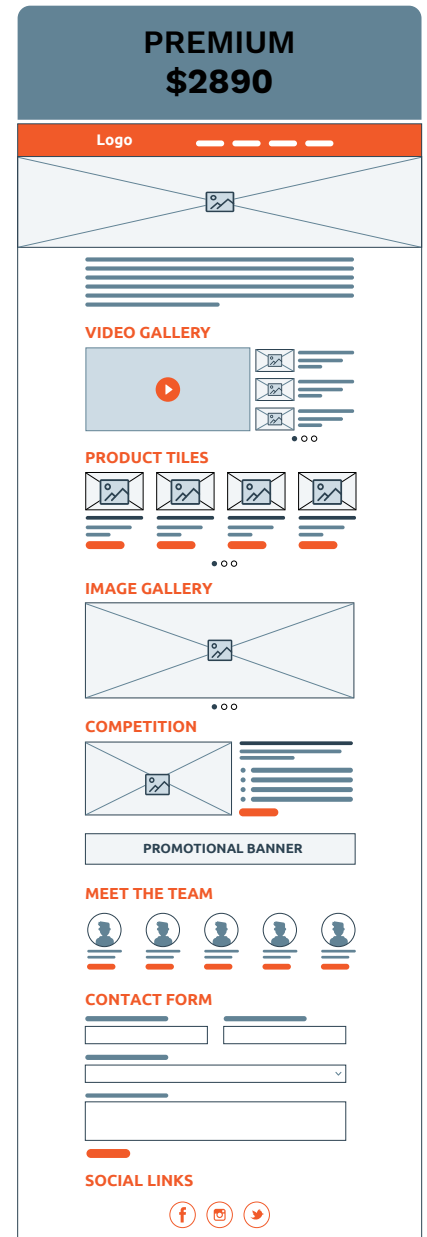
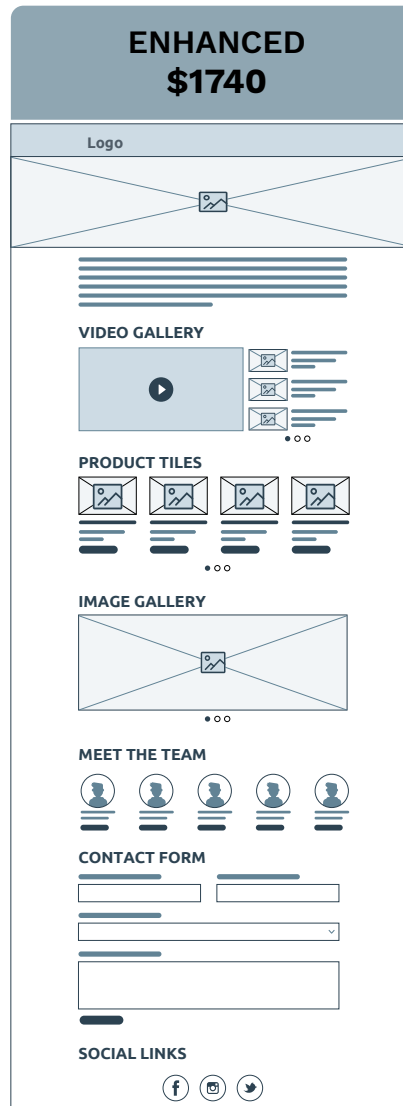
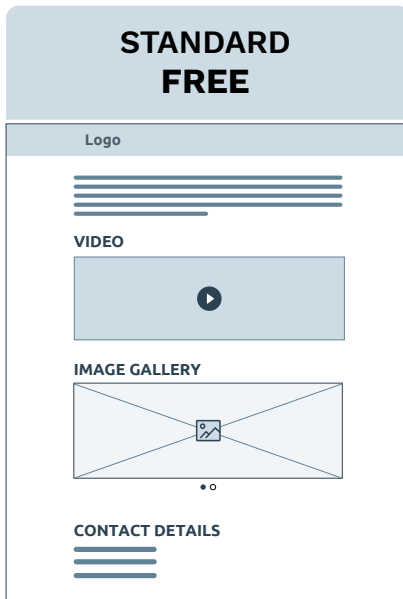
The standard package is only available for Fieldays event exhibitors and is **FREE**.

	STANDARD FREE	ENHANCED \$1740	PREMIUM \$2890
Page Features			
Directory page	✓	✓	✓
Logo	✓	✓	✓
Hero image	×	✓	✓
Contact form	×	✓	✓
Social icons	×	✓	✓
Brand customisation	×	×	✓
Competition	×	×	✓
Promotional banners (links to external website)	×	×	✓
Product tiles (links to external website)	×	10	20
Meet the team tiles	×	5	10
Body copy – characters	3000	6000	6000
Image gallery – images	5	10	20
Video gallery – videos	1	5	10
Findability			
Category tags	1	3	Unlimited
Appears in keyword search	✓	✓	✓
Position on homepage	×	✓	Premium
Run of site tiles (promotional banners)	×	1	5
Tier position on exhibitor listing	Standard	Enhanced	Premium
Service and Support			
Semi automated - supply assets via portal and page will be built for you	✓	✓	✓
One round of feedback before sign off	✓	✓	✓
Dashboard	×	✓	✓
Data capture	×	✓	✓
Changes and queries	×	Mailbox	Producer
Reporting	×	Basic	Custom

FIELDAYS ONLINE – PAGE FEATURES

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PAGE FEATURES

- Logo
- Body copy – 3000 characters
- Video gallery – 1 video
- Image gallery – 5 images
- Contact details

- Logo
- Hero image
- Body copy – 6000 characters
- Video gallery – 5 videos
- Product tiles – 10 products (link to external site)
- Image gallery – 10 images
- Meet the team – 5 tiles
- Contact form
- Social icons

- Logo
- Brand customisation eg. brand colours, navigation & icons
- Hero image
- Body copy – 6000 characters
- Video gallery – 10 videos
- Product tiles – 20 products (link to external site)
- Image gallery – 20 images
- Competition
- Promotional banners (link to external site)
- Meet the team – 10 tiles
- Contact form
- Social icons

FIELDAYS ONLINE – FINDABILITY

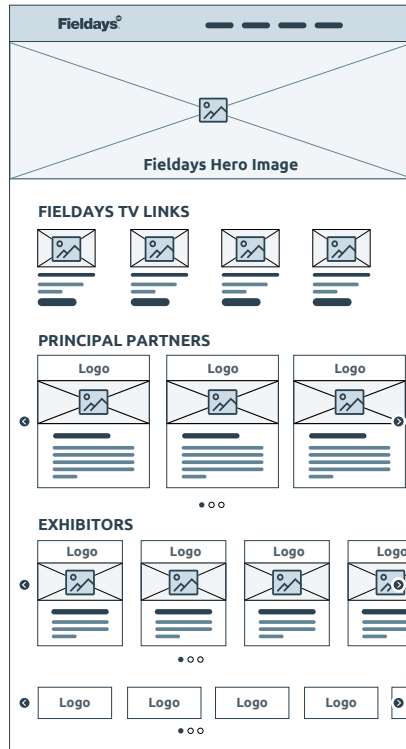
Homepage – Exhibitor position

This mock up shows the placement of the various tiers on the Fieldays Online homepage.

The **PREMIUM** tier listing package offers large tiles on the homepage that accommodate a logo, an image, the name of the company and a short description.

The **ENHANCED** tier listing package offers a tile with the logo only and these appear under the Premium tier listing tiles.

The **STANDARD** tier listing package does not offer placement on the Fieldays Online homepage.



- PREMIUM tier listing on homepage
- ENHANCED tier listing on homepage

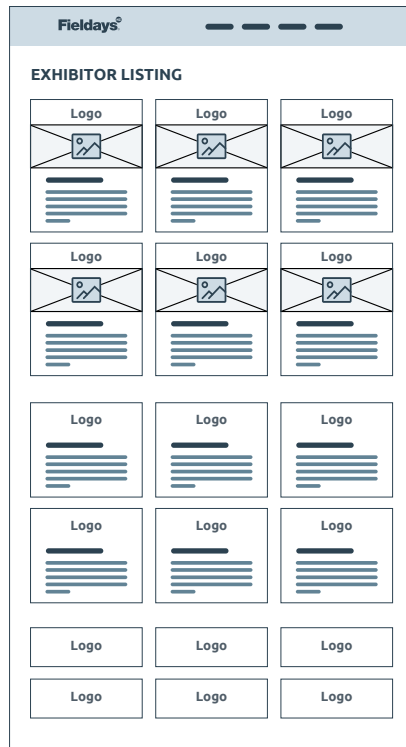
Exhibitor listing - tiers

This mock up shows the placement of the various tiers on the Fieldays Online Exhibitor listing page.

The **PREMIUM** tier listing package offers large tiles on the homepage that accommodate a logo, an image, the name of the company and a short description. These will appear first on the page in alphabetical order.

The **ENHANCED** tier listing package offers a tile with the logo, company name and a short description. These appear under the Premium tier listing tiles in alphabetical order.

The **STANDARD** tier listing package tiles have only the logo and these appear under the Enhanced tier listing tiles in alphabetical order.



- PREMIUM tier on exhibitor listing
- ENHANCED tier on exhibitor listing
- STANDARD tier on exhibitor listing



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SIGN UP TODAY FOR FIELDAYS EXPLORER BAND

For enquiries: info@fieldaysonline.co.nz