



## Tell your story on WOC Podcast Radio and share it online throughout the year!

MEET DEAN & DEREK, Hosts of WOC PODCAST RADIO

As second generation tradesmen with over three decades of experience in the stone industry, Dean and Derek found themselves thrown onto the national scene in 2004, hosting DIY Network's ROCK SOLID and INDOORS OUT television shows, along with guest appearances on PBS' VICTORY GARDEN. They grew with the network from 6 million to over 60 million viewers over the next seven years. After 200 episodes viewed by millions across the USA, they decided to host their own podcast LET'S GO TO WORK, where listeners are able to connect to the world of construction, design and lifestyle.

Today Dean and Derek are managing executive sales, marketing and design at Plymouth Quarries in Hingham, MA. They continue to travel for trade show appearances (including WOC over the past 6 years) and speaking at trade schools around the country. For more info visit [deanandderek.com](http://deanandderek.com).

FEATURING:



## Tune into the benefits of being interviewed on the WOC Podcast Radio!

Customers are looking for that personal connection to your business – How do we get WOC attendees to know you better; to hear your story? We have decided to partner with The Dean & Derek podcast series, now bolstered by the reputation of World of Concrete. You may remember Dean & Derek from their years of interviewing WOC exhibitors and attendees with our media crews. Dean and Derek are 2nd generation stone cutters who have designed and installed in the masonry world for the last three decades. Their expertise and strong family history landed them on the national television platform with their two shows ROCK SOLID and INDOORS OUT on DIY & HGTV. All of their years of experience are now shared with thousands through their new podcast series. Along with us, they know the importance of connecting to the people behind the business.

This limited opportunity features your company in an interview with Dean & Derek with the added benefit of a high-quality audio recording of your interview for your use before, during, and after WOC to promote your company's story, its contributions to the industry, products you may want to introduce to your customer base, and what they can expect from your company in the future. What mistakes were made along the way? Who inspires you? And what is new and exciting about your business or products?

Before your phone interview, Dean & Derek will work with you and your marketing team to promote the upcoming podcast event for 2020. You will receive an edited audio copy of your podcast after it is recorded & edited that will also be linked through Dean & Derek's website, and the World of Concrete website. It will also be available on iTunes, Spotify, and Googleplay. You will own your material for use in any other marketing outreach through all of your business and social media outlets, for your employees, distributors, and customers throughout the world.

Our goal is to promote you and your business in new and exciting ways in the ever-changing digital market throughout the year. Let's personalize who you are and what you do, so that your existing & potential customers take pride in doing ongoing business with you. This will be a valuable marketing tool to use in the months leading up to WOC 2020 and throughout the year!

Call for pricing.

Audio package includes:

- A 30-minute podcast recorded via phone with Dean & Derek, along with a final edited HD podcast to be used for post-show promotion.
- Up to two representatives may be interviewed on this call.
- Pre-show promotion by Dean & Derek on their podcast program.
- Pre-, onsite, and post-show promotion by World of Concrete to drive attendees to listen to your podcast and download.
- All pre-show and post-show production including Dean & Derek's pre-production consultation & outline of podcast.
- Final edited HD recording will be provided in 10 business days, that you will own the rights to and can use on your website, social media platforms, YouTube, email to potential & existing customers, and employee training. WOC will also promote the podcast online and through iTunes, Spotify, and Googleplay.
- The WOC Podcast radio logo will be on all pre- & post-show emails that WOC deploys for 2020.

Signature

Date

**Payment due in full at time of signing. All payments final, no refunds will be issued.**