

TELL YOUR STORY LIVE! AT WOC 2020 AND SHARE IT ONLINE THROUGHOUT THE YEAR!



**W O C
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FEATURING:

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.

Tell your story at WOC 2020 and share it online as a podcast throughout the year!

This limited opportunity (12 spots available) features your company in a live onsite interview with Dean & Derek with the added benefit of a high-quality audio recording of your interview for your use after WOC to promote your company's appearance and interview.

Customers are looking for that personal connection to your business – How do we get WOC attendees to know you better; to hear your story? So, we have decided to partner with The Dean & Derek podcast series at WOC 2020. 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 funneled to thousands through their new podcast. Along with us, they know the importance of connecting to the people behind the business. WOC ON AIR will be at this year's WOC to get you in front of their microphone to tell your story.

We want to take individual conversations that organically happen at WOC to the next level – a personal interview with Dean & Derek. Our goal is to put a spotlight on you and your business. Everyone wants to hear your story; what are the beginnings of your business? How did it grow? What mistakes were made along the way? Who inspired you? And what is new and exciting about your business or products?

Before your interview, Dean & Derek will work with you and your marketing team to promote the upcoming podcast event for 2020. At the time of the event, there will be a live sit-down interview in our exclusive onsite podcast "studio" where your employees and customers can enjoy live. You will receive an edited audio copy of your podcast that will also be linked through Dean & Derek's show, 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. Let's personalize who you are and what you do, so that your existing & potential customers take pride in doing ongoing business with you.

Cost: \$7,500 per Interview

Audio/Visual package includes:

- A 30-40 minute podcast recorded live at WOC 2020, along with a final edited HD podcast to be used for post-show promotion.
- Up to two representatives on stage for interview.
- Pre-show promotion by Dean & Derek on their podcast program.
- Pre-, onsite/ and post-show promotion by World of Concrete to drive attendees to watch your podcast onsite and download after the event.
- All pre-show and post-show production including Dean & Derek's pre-production consultation & outline of podcast.
- Final edited HD recording that you 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.

Signature

Date

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