



**NEBRASKA AG EXPO**  
**FEBRUARY 23-25, 2021**  
LANCASTER EVENT CENTER | LINCOLN, NE

## **Electronic Distribution of Literature**

**Nebraska Ag Expo** has contracted with **tXpo** to provide a GREENER, lower cost, tech-friendly, and more socially-distancing exposition by allowing you to deliver your literature in digital form to the attendees that request it, and to collect customer inquiries on your behalf.

### ***Key findings from the Iowa Ag Expo (Feb. 2 -4)***

*The ability to access digital files is the attendee "draw" that drives the system's success. For the Iowa event, exactly **33.33%** of all requests resulted in an empty file set (no available files). **LOST LEADS to EXHIBITORS!***

*For those attendees receiving files upon first inquiry, multiple additional inquiries were registered. But for those that encountered an empty file set on first use, 84% of them never engaged again, denying leads to exhibitors.*

*Whenever an inquiry comes in for a booth with no files, the exhibitor is informed of this inquiry -- and asked to provide files accordingly. This happened 58 times across 47 exhibitors.*

Here's how it works:

1. You are assigned a unique SMS (texting) Code for this event
2. A small sign will be provided to your booth to promote this option
3. Attendees opt to text your SMS Code using their cell phone
4. They receive a reply providing them with a personalized link to your digital files
5. tXpo captures the attendee's cell phone number and other info that they may provide
6. These inquiries are provided to you via our exhibitor portal

The distribution of literature to the attendees is FREE.

To accommodate this option for attendees, you will need to provide your brochures, flyers, special deals, and other literature to the **tXpo** system so that it can deliver them to attendees upon their request. The **tXpo** system accepts only PDF formatted documents. For videos or other presentations, upload a PDF with a hyperlink to these other resources on your website.

**Lead Retrieval Feature:** You may access the captured inquiries - to include cell phone number and other information provided by the attendee - and also see which files they downloaded or saved. Each different cell phone number is considered a "unique inquiry" -- regardless of how many files they may access.

The cost of this lead-retrieval service for this event will be **\$ 0.57 (USD)/unique inquiry**. You only pay when you access the leads, and in whatever quantity you choose. There is no upfront charge for this service.

**(NOTE: Exhibitors can still hand out literature and novelties)**