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JOHN DEERE

WINDPOWER 2008

Brand Promotion At Trade Shows

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WINDPOWER 2008
Conference & Exhibitions
HOUSTON, TX JUNE 1-4

WINDPOWER 2008
North America's largest and most anticipated annual event for the wind energy industry

TOUCH THESE ADS

- WindLogics**
Your Global Wind Resource Authority™
Visit us at Booth 1664
- Castrol**
YOUR ADVANTAGE IN AN INDUSTRIAL WORLD
- WINDCOM**
Wind Computer System
- Monitek**
www.monitek.net Booth # 909

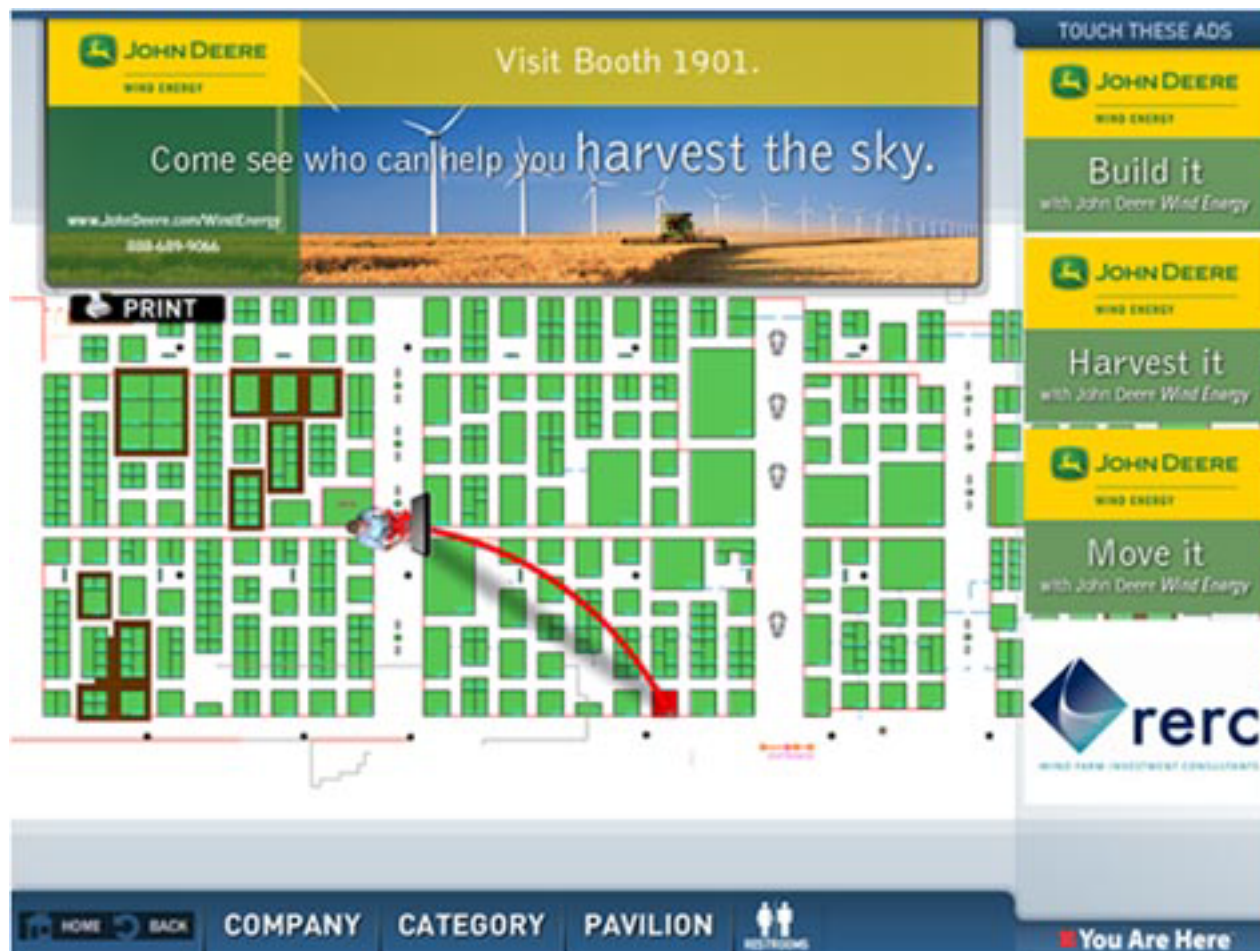
TOUCH HERE TO SEARCH BY: COMPANY CATEGORY PAVILION RESTROOMS

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The map shows a grid of exhibition booths. A red arrow points to the **JOHN DEERE** booth, which is labeled "You Are Here". Other visible booths include **CAREERS IN WIND JOB FAIR**, **Broadywind**, **TRINITY STRUCTURAL TOWERS**, **SECONDWIND**, **N-TRON Industrial Ethernet for Wind Energy**, **Interstate Truck Rental & Sales**, **WINDCOM**, and **Vestas**.

Johns Deere wants to leverage their recognizable brand to create new revenues for the company. At the Windpower 2008 show, the company was looking for a medium that would present them as a major player in the wind power industry.

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John Deere chose the Top Map promotional package to project their image throughout the show. This placement let's attendees go directly from the John Deere graphic on the main floor map to the exhibitor page. In addition to contact information and booth number on the exhibitor page, John Deere chose to add multiple side ads to create a more consistent message.