

## Educational Opportunities: Enhance Your Brand and Educate Your Customers

### In-Booth Education

In-booth educational opportunities allow you to keep engaging your customers and potential customers throughout the show to keep them coming back for more. Go beyond just a product demonstration by providing solutions to problems attendees have and expand your value. You can promote your in-booth educational offerings within the Exhibitor Dashboard.

### Education for Customers

As you invite your customers and dealers to World of Asphalt & AGG1 with your promo code discount, do not forget about enhancing their experience with educational offerings. The People, Plants and Paving (PPP) and AGG1 Academy education programming. Visit “Education” on the show site to take a closer look at the schedule of educational sessions with detailed descriptions.