

How-to Set Up Your Company's Exhibitor Listing

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Edmonton
Expo Centre

How-to create your listing – as easy as 1-2-3!

1. Enter your company info online at:
<http://edmontonfallhomeshow.com/add-exhibitor-login>
2. Log in (Exhibitor Listing Login) on our homepage with your username: **EDMOctober** and password: **EDMOctEX7**
Please note that the password is case sensitive.
Contact your sales rep if you want to fax/email your information.
3. We will create your company profile and set up your *Get a Quote* form
4. We will update and maintain your page through the year as required so you can promote product launches, store sales, events and more through your company page year-round!

The screenshot shows the website interface for adding an exhibitor listing. At the top, there's a navigation bar with links for INFORMATION, SHOW FEATURES, EXHIBITOR LIST, LOOKING TO EXHIBIT, BLOG & SOCIAL, and a search icon. Below the navigation is a banner image of a fire pit with a waterfall. The main content area is divided into two columns. The left column is titled 'ADD YOUR EXHIBITOR LISTING' and contains a form with fields for Company Name, Address 1, Address 2, City, and State/Province. The right column is titled 'GET A BOOTH QUOTE' and includes a 'BOOTH QUOTE' button and a 'SEARCH THE EXHIBITOR LIST' section with an 'EXHIBITOR LIST' button. A small image of a woman sitting at a table is also visible in the search section.

Tips to get the most out of your listing

- Enter a full description of your company. The more information you provide the better as it will help people find you using the search tool.
- Use as many keywords as possible. The keywords will help you appear in the search results. If you sell different types of products, be sure to list them all.
- Select the category that best represents your company. Your company will be listed under this heading.
- Include your booth number. Make sure customers can find your company on the show floor.
- Offer a show special or discount. Use a promo code or offer a percentage off to people who mention your listing, this way you can track the results.
- Follow up with email requests. Be sure and reply to any quote requests you receive – try and make appointments with customers during the show.

Benefits of creating your company listing

VISIBILITY – Receive a full page on our website! Detailed company information will remain on the Edmonton Fall Home Show website (www.edmontonfallhomeshow.com) for the entire show season

SALES – Consumers can contact you through a search function and email form and you can immediately respond to requests for more information

Need more help?

If you need technical help or want to make changes to your listing, please email **Jen Shaw** at jens@MPeshows.com.