

INDIANA FLOWER + PATIO SHOW

PRESENTED BY



Know what's below. 811 before you dig.

MARCH 14-22, 2020

Indiana State Fairgrounds
Expo Hall & West Pavilion

How-to set up your company's Exhibitor Listing

How-to create your listing - as easy as 1-2-3-4!

1. Enter your company info online at:
<https://indianaflowerandpatioshow.com/add-exhibitor-login>
2. Log in with the username: **IFPSMarch@mpe.com** and
password: **IFPSMarEX20**
Please note that the password is case sensitive. Contact your show
manager if you want to fax/email your information.
3. We will create your company profile and set up your Request
Information form.
4. We will update and maintain your page as required so you can
promote product launches, store sales, events and more through
your company page!

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 (www.IndianaFlowerAndPatioShow.com) to promote your company, store(s)
and products. Update this information while your listing is active to promote show specials, new products, store openings
and more!

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.

IndianaFlowerAndPatioShow.com

The screenshot shows the exhibitor listing form on the Indiana Flower and Patio Show website. The form is titled "ADD YOUR EXHIBITOR LISTING" and includes the following fields: Company Name, Address 1, Address 2, City, State/Province, Zip/Postal Code, Phone Number, Booth #, Website, and Facebook page. There is also a "GET A BOOTH QUOTE" section with a "BOOTH QUOTE" button and a "SEARCH THE EXHIBITOR LIST" section with an "EXHIBITOR LIST" button. The background of the form features a large image of a fire pit with a fire burning in it.

MARKETPLACE | EVENTS
Largest Home Show Producer in North America