

PHILLY HOME SHOW

JANUARY 10-12 & 17-19, 2020

Pennsylvania
Convention Center
Philadelphia, PA

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://www.phillyhomeshow.com/add-exhibitor-login>
2. Log in with the username: **PHSJanuary@mpe.com** and password: **PHSJanEX20**
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.PhillyHomeShow.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.

The screenshot displays the Philly Home Show website interface. At the top, it features the event logo, dates (January 10-12 & 17-19, 2020), and location (Pennsylvania Convention Center, Philadelphia, PA). A navigation menu includes links for Information, Show Features, Exhibitor List, Looking to Exhibit, Blog & Social, and Booth Quote. The main content area is titled 'EXHIBITOR LISTINGS' and features a large image of a fire pit. Below the image, there are two main sections: 'ADD YOUR EXHIBITOR LISTING' and 'GET A BOOTH QUOTE'. The 'ADD YOUR EXHIBITOR LISTING' section includes a form with fields for Company Name, Address 1, Address 2, City, State/Province, Zip/Postal Code, Phone Number, Booth #, Website, Facebook page, and Twitter page. The 'GET A BOOTH QUOTE' section includes a 'BOOTH QUOTE' button and a 'SEARCH THE EXHIBITOR LIST' button. There are also promotional banners for 'Get customizable streaming TV' and 'sleep number. THIS IS NOT A BED™'.