

# HOW-TO CREATE YOUR LISTING - as easy as 1-2-3!

- 1. Enter your company info online at: http://edmontonhomeandgardenshow.com/add-exhibitor-login
- Log in (Exhibitor Listing Login) on our homepage with the username: EHGSMarch@mpe.com and password: EHGSMarEX20 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!

#### 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.

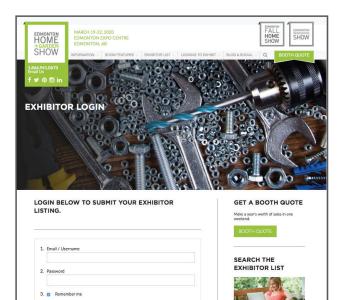
### Benefits of creating your company listing

VISIBILITY – Receive a full page on our website! Detailed company information will remain on the Edmonton Home and Garden Show website (www.edmontonhomeandgardenshow.com) leading up to the show and 6 months after the show has ended.

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.



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