

DESERET NEWS

HOME SHOW

OCTOBER 12-14, 2018

Mountain America
Expo Center

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:
www.deseretnewshomeshow.com/add-exhibitor-login
2. Log in (Exhibitor Listing Login) on our homepage with the username: **SLCOctober@mpe.com** and password: **SLCOctEX8**
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 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.

The screenshot shows the website's navigation menu at the top with links for HOME SHOW, SHOW FEATURES, EXHIBITOR LIST, LOOKING TO EXHIBIT, BOOTH & SOCIAL, and BUY TICKETS. Below the menu is a banner image of a fire pit with the text 'EXHIBITOR LISTINGS'. 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, State/Province, Zip/Postal Code, Phone Number, Booth #, Website (http://), Facebook page (http://), Twitter page (http://), and a checkbox for 'Please enter your link on Better Business Bureau (if applicable)'. Below the form is an 'Upload company logo or product photo' section. The right column is titled 'BUY TICKETS ONLINE & SAVE' and includes a 'BUY TICKETS' button, a 'SEARCH THE EXHIBITOR LIST' section with a small image of a woman, and an 'EXHIBITOR LIST' section. At the bottom right, there are two promotional boxes: 'GET NOTICED advertise here' and 'get noticed ADVERTISE HERE'. A 'subscribe now' button is at the very bottom right.

Benefits of creating your company listing

VISIBILITY - Receive a full page on our website (www.DeseretNewsHomeShow.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.