



WHY MARKETPLACE EVENTS HOME SHOWS?

- We spend hundreds of thousands of dollars marketing and promoting each show bringing in the most qualified and targeted audience for our exhibitors to sell to
- Our audience is pre-qualified, they pay to attend, and they come with purpose and projects in mind
- 90% of our attendees are homeowners
- 70% of our attendees attend with their spouse, creating a likely chance that you will get to meet both decision makers, shortening the buying cycle
- Exhibiting at a home show is permission-based marketing, our consumers will come directly to your booth if they are interested. They want to hear your sales pitch!



CALGARY
FALL
HOME
SHOW

CALGARY
RENOVATION
SHOW

CALGARY
HOME
+ GARDEN
SHOW

HOW IT WORKS



DECIDE ON HOW MUCH SPACE YOU WILL NEED

Think of your exhibit space as your show room, being visited by thousands of customers in one weekend!

Our booth sizes start at 10-feet squared and generally increase in 100 square foot increments. How much space you need should be determined by the amount of product you would like to display and how you want to project your company image in your first home show!

- Showcase what you need to properly highlight your most popular products or services
- Ensure you have immediate access to your company website, product or service list or catalogue
- Showcase your work by constructing a display to focus on your talents (construction, renovation, landscaping)
- Ensure you have enough space so 70% of your floor space is available for prospects to step into your booth - only allow 30% of the floor space for display items
- Avoid congestion, plan to have an open and inviting booth with plenty of space for prospects to escape the busy aisles
- **THREE SECOND RULE:** you have three seconds to make or break a good impression of your company to prospects walking by your display!



10x10 Booth = 100 sq.ft _____

10x20 Booth = 200 sq.ft _____

10x30 Booth = 300 sq.ft _____

20x20 Booth = 400 sq.ft _____



DECIDE ON YOUR BOOTH LOCATION

We will help you find the best possible location!

Your Exhibit Sales Consultant works in the floor plan every day of the year - no one knows it better than they do! Ask for their top three picks and take their advice - your success is in their best interests, to ensure you have a great show and renew that booth space year after year!



PLAN YOUR DISPLAY

Make a lasting first impression!

Flooring Tips:

- Check out your nearest big box store for foam puzzle piece flooring
- Used trade show flooring is usually available on Craigslist or Kijiji
- Our show decorator, GES, is a convenient option
- Excess carpet cuts from a flooring store

Electrical Tips to Save on Cost:

- Only order what you need to power your display (if needed at all!)
- Bring a power bar (to run multiple items off one electrical outlet)
- Ensure you order early to take advantage of earlybird discounted pricing

Display Tips:

- Determine your budget and display goals (furniture, signage, layout, etc)
- Decide whether you will build a display or rent one from the show decorator
- Tape out your space on your showroom or warehouse floor to understand exactly how much space your booth allows
- Ask your sales consultant for photos of competitors or similar sized booths for inspiration



PLAN FOR SALES

Get the MOST out of your investment!

Selecting & Evaluating Your Show Staff

- Create a staff schedule
- Share goals with staff – “this is why we are exhibiting and this is what we intend to do”
- Learn the peak hours of the show and have enough staff during these times
- Ensure your staff reflects your corporate image
- Review dress code, booth behaviour, etc
- Role play with staff – opening statements, qualifying questions, appointment setting
- Ensure they are familiar and prepared with marketing materials and handouts
- Decide on how you will be handling leads

More than just booth space

- A good rule of thumb is to spend at least 10% of your exhibit space cost on extra marketing and sponsorship opportunities within the show to set your company apart from the competition!

What are your sales goals?

- Determine how you are going to get there
- Create a system for tracking leads

How are you going to excite your staff?

- Consider creating incentives, or contests
- **Schedule your staff to start early and go long! Make sure they arrive before show open and don't leave until after show close!**



DEVELOP AN EFFECTIVE LEAD CARD

Meet your customers!

- Don't wait for your prospects to call you - make sure you're taking their information so **YOU CAN CALL THEM**
- Produce a single sheet lead card that allows prospects to write their names, telephone numbers, email addresses and requests down, for your sales team to follow up on after the show