

CALGARY RENOVATION SHOW

January 17–19

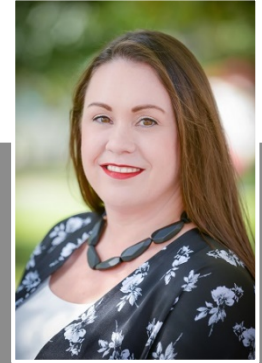
BMO Centre Stampede Park

Exhibitor Training
for
2020

Your Show Team

We are onsite and available from move in until move out of the show.

- Micheline Picot, Show Manager
- Jodi Vereschagin, Exhibit Sales Consultant A - F
- Crystal Zeemel, Exhibit Sales Consultant G - O, and #'s
- Jayme Sander, Exhibit Sales Consultant P - Z
- Amy Archdekin, Operations Coordinator
- Marie Young, Operations | Show Administrator



Dates/Hours/Location

Friday, Jan. 17th Noon – 9PM

Saturday, Jan. 18th 10AM – 9PM

Sunday, Jan. 19th 10AM – 6PM

BMO Centre, Stampede Park

Halls D&E

1410 Olympic Way SW, Calgary, AB



Included with your Booth

Staff Badges

- See legend below for specific amounts provided

8ft. High Black Pipe & Drape

- Anything above 8ft. high must be neutrally finished on the back side and contain no logos

Online Exhibitor Listing

- Exhibitors are responsible to set up their own listings. Please see the Exhibitor Kit for instructions

10 Complimentary Tickets

- Mailed directly to you prior to the show

100 square feet	=	6 free badges
200 square feet	=	8 free badges
300 square feet	=	10 free badges
400 square feet	=	12 free badges

New Exhibitor Marketing Package

Included with all new exhibitors' bookings

In Print

- Icon next to your listing in the show guide

At the Show

- Icon tent card for display in your booth
- Sign at the show entrance listing all new exhibitors alphabetically
- 12" floor decal placed in front of your booth

Online

- Icon included with your online listing
- Inclusion in the New Exhibitor category



& Floor Decal

Sample tent card



Exhibitor Help Onsite

Show Office Room 101

- Pick up your exhibitor badges and renewal contract here
- Purchase extra badges or guest tickets
- Pick up or drop off your renewal contract here
- Leave tickets at Will Call for clients, family or friends.
- This is open 8am – 5pm from Wednesday-Thursday, 9am to 9pm Friday to Sunday
- We are here to help, the easiest way to find us is at the show office.



Parking

- We strongly encourage our exhibitors to use as little of the parking around the immediate vicinity as possible. The exhibitor parking lot is Lot 1 until full and then you will be directed elsewhere.
- Please leave the accessible parking for consumers to come enjoy the show
- If consumers cannot find parking, then they may not attend or will enter the show frustrated after spending an hour looking for a parking spot
- Consider car pooling, taking transit or taking a taxi
- Due to ongoing construction on the Stampede Grounds free overnight or extra parking/storage is limited. There are limited spots in Lot #25A for Trucks/Trailers/Bobcats only. Extra equipment such as pallets, granite, bricks, gravel piles, can not be left in this lot unless enclosed or on a trailer. These spots are available on a first come first served basis.



Features

Various booths that are a combined effort between the show team, partners and sponsors.

Drive Traffic

- Features often target a unique audience and bring different demographics down to the show

Create a Media Buzz

- Features provide the media with new and exciting content to cover

Provide Value

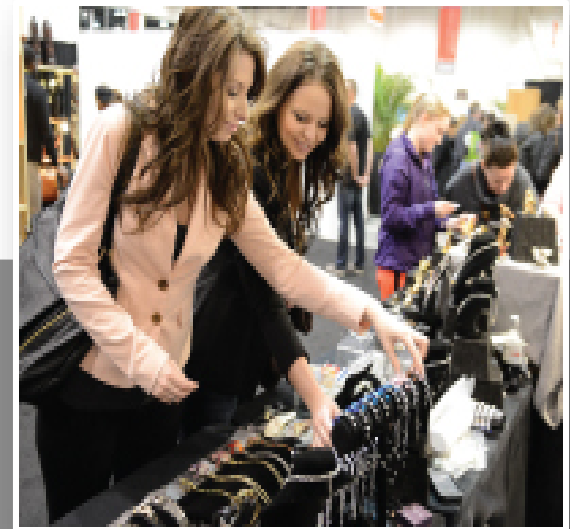
- The Lounge provides consumers a place to grab a drink, rest their feet and contemplate buying decisions without leaving the show
- The Main Stage provides presentations throughout the show including our celebrity guests

Visit <https://calgaryrenovationshow.com/show-features> for our 2020 feature line up!



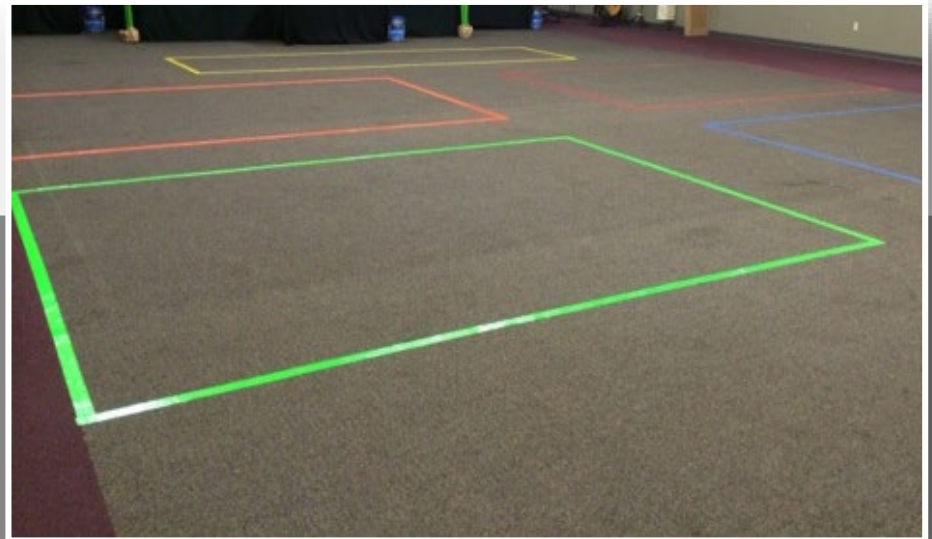
Face to Face Selling

- We provide a vibrant market place with serious shoppers
- Consumers are coming with a home improvement project in mind
- They are paying anywhere from \$30-50 per couple just to get into the show
- Once they step off of the aisle carpet and into your booth that is your buying que to pitch them your product/service



Decide How Much Space

- Make sure that you have enough room to properly showcase your product or service
- Have enough room for 1-2 sales people and 1-2 couples to fit comfortably and talk to your sales staff within your booth
- The aisle ways get very busy and consumers will not wait around for an available staff member during peak hours
- Mark out your booth dimensions in a warehouse before the show, add your product, add sales staff and mock consumers. Do you have enough space?



Decide How Much Space

- A 10x10 inline booth only offers 3 seconds of exposure
- This means that it only takes a consumer 3 seconds to walk by your booth, read your signage and decide if they are looking for your product or service
- A 10x20 corner gives you 9 seconds of exposure and much more space to showcase your company properly while leaving room for consumers to visit
- Think of your booth space as a storefront within a busy mall; the bigger your space is the easier it will be for consumers to find you

10x10



10x20



20x20



Choosing your location

- The earlier that you book, the better locations you will have to pick from
- Trust your sales consultant to help you pick your spot, they work with the floor plan all year, know where other companies are booked and know the traffic flow
- Decide if you would like high traffic volumes at all times or a slower trickle of consumers to allow you to talk to them all
- Leading up to the show booth availability changes quickly

Plan Your Booth

Put your best foot forward

- This is your showroom for the weekend and chances are your competition will be here as well
- Consumers are here to compare companies and products
- Your booth is the first impression of your company for consumers
- Ask your sales consultant for booth photo examples to help you design your space

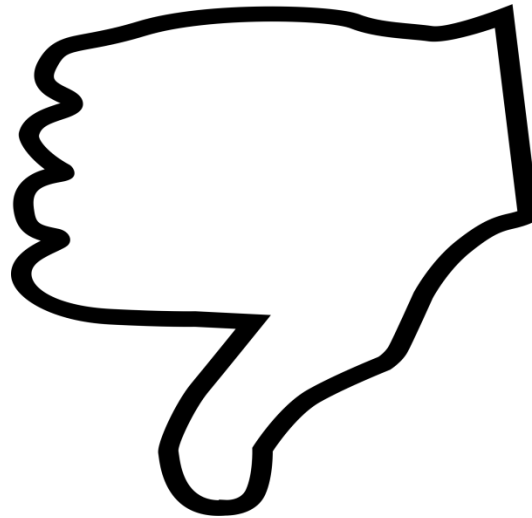
3 Second Rule

- Consumers must know who you are, what you do and why you do it better in 3 seconds
- Have clean and clear signage
- Build your display to reflect your company ie. kitchen company – build a kitchen



Exhibit Space Don'ts

The following slides show a variety of common mistakes made by exhibitors



No sales are happening here

Why? Too much going on in the sign, table is blocking access to the booth, table cloth



No sales are happening here

Why? Too much going on in the sign, table is blocking access to the booth



No sales are happening here

Why? Flooring doesn't cover the full booth and it's a tripping hazard



No sales are happening here

Why? Signage is too small and too busy, table cloths are not professional and the tables are blocking access to the booth



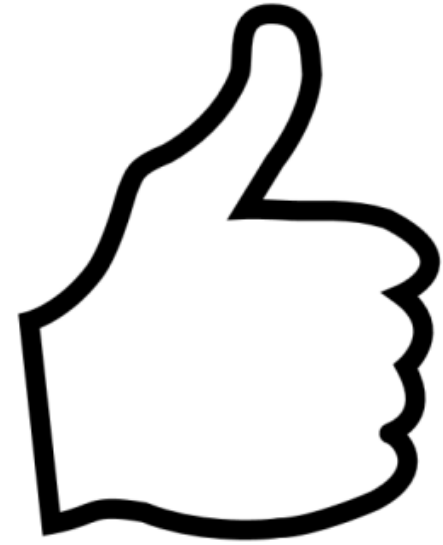
No sales are happening here

Why? Too much product in a 10x10 booth, they should be in a 10x20



Exhibit Space Do's

The following slides show a variety of great displays



Lots of sales happening here

Why? Open concept and beautiful design (but could use a sign with company name and specialties)



Lots of sales happening here

Why? Clear signage, extra lighting, space to wait and to sit and talk about projects



Lots of sales happening here

Why? Open space, great use of flooring (flooring is required for all exhibits)



Lots of sales happening here

Why? Excellent signage, open and inviting (the chairs blocking entry are removed during show hours)



Lots of sales happening here

Why? Great example of a 10x10 booth, open concept, excellent signage



Lots of sales happening here

Why? Great example of a 10x10 booth, open concept, excellent signage



Lots of sales happening here

Why? Great signage explaining what they do (but missing company name)



Exhibit Space Must Do's

- Read the Exhibitor Kit on our website
- Submit your online exhibitor listing
- Pre-order venue services; electrical, banner hanging, water, etc.
- Pre-order decorator services; flooring, tables, chairs, etc.
- Floor is required for all displays – you can rent flooring or bring in your own
- Look up your move in and move out time – obey the schedule
- Stay within your booth confines – you cannot encroach on your neighbours or aisle ways

Move In

- Every company receives their own specific move in time
- This is your first access to the show floor through the loading dock
- Drive in, unload your items and then remove your vehicle from the venue
- From there you can walk onto the show floor and build your display.
- Check the exhibitor kit for the move in schedule for your booths scheduled move in time. This is the earliest time you will be able to drive in to your booth and unload your items.

Move Out

- Do not begin taking down your display until the show is closed and ALL consumers have left the show floor
- It takes us the first hour after show closes just to roll up the aisle carpet
- Doors for vehicle traffic do not open until 7pm
- Your booth must be entirely packed up before your vehicle will be allowed access
- All exhibits must be out by 2pm on Monday

Move out hours are:

Sunday, January 19th

7:00pm - 11:59pm

Monday, January 20th

12:00am - 2:00pm

Plan For Sales

Set a Sales Goal:

- Challenge your staff to bring in X amount of leads per day
- Give a prize for the most leads
- Have a system for tracking leads

Choosing your Staff:


- Have your best sales staff working the booth
- It only takes a few minutes to miss out on a big sale so ensure your staff do not leave early or arrive late
- Who is the best ambassador for your company? They should probably be working your booth
- Make sure that they are aware of your expectations and how much you have invested in the show
- Schedule your staff to arrive one hour before the show opens and to stay a half an hour after the show closes

Plan For Sales

Literature:

- Have 2 pieces of literature available – one small cheaper item and one bigger expensive item
- The smaller item could be a pamphlet or one pager – have 15% of the projected attendance
- Give this item out to everyone
- Make it generic with no dates so that you can reuse extras
- The bigger item could be a product catalogue – have a limited quality and give out selectively

Giveaways:

- Having pens, bags or other promotional items with your logo on them is always a great idea
 - Giveaways help get your name out there beyond the show
 - Do not lay them out on a table for consumers to take as they wish
 - Use them as a reward and give them to consumers that you have great conversations with
 - These items are expensive – use them strategically
- 

Plan For Sales

Lead follow up:

- Establish expectations prior to the show
- When will leads be called after the show?
- How will you follow up with prospects?
- What order will you follow up with them?
- Staff should rank them from hot to cold as they get them
- We recommend scheduling estimates right at the show if possible
- You cannot expect consumers to bang down your door with business after the show
- You must follow up with your leads
- Consider a mailer, e-blast, follow up calls to your database before and after the show

How NOT To Exhibit

- Don't over staff your booth – it becomes intimidating to consumers
- Don't spend the show talking or texting on your phone – be approachable and inviting
- Don't eat in your booth
- Don't leave your booth unattended
- Don't stalk consumers in the aisles – let them come into your booth
- Don't treat the show like a vacation from the office
- Don't speak ill of your competition



How To Exhibit

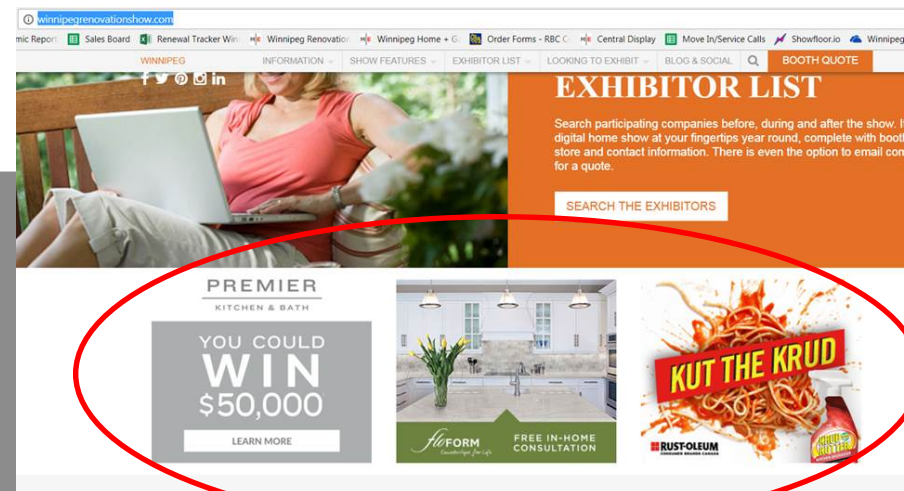
- The best attire you can wear is a smile
- Stand or have a stool to keep you eye level with consumers
- Be warm and inviting
- Create a warm and inviting space
- Use your prospects name when conversing with them
- Know your competition and know how you do things differently/better
- Make friends with your neighbours



Extra Marketing

Adding extra marketing to your booking will help boost your booth traffic and visibility. Contact your sales rep for pricing!

- Web banner
- Floor decals
- Logo ID on floor plan (20x20+)
- Stage presentation
- Product sponsor
- Feature sponsor



Free Marketing

- Are you on social media? Share your handle with us and we will give you a shout out on twitter, Facebook or Instagram stories!
- Post about us on your social media and tag us @yychomeshows or #CRS20 and we'll reshare your post!
- Exhibitor Testimonials: used on the following year's marketing materials. Submit your experience here:
<https://calgaryrenovationshow.com/testimonial-submission>



@yychomeshows

Are you on social media? Follow us to keep up with all things Calgary Home Shows! Maybe you'll even be featured on our page!



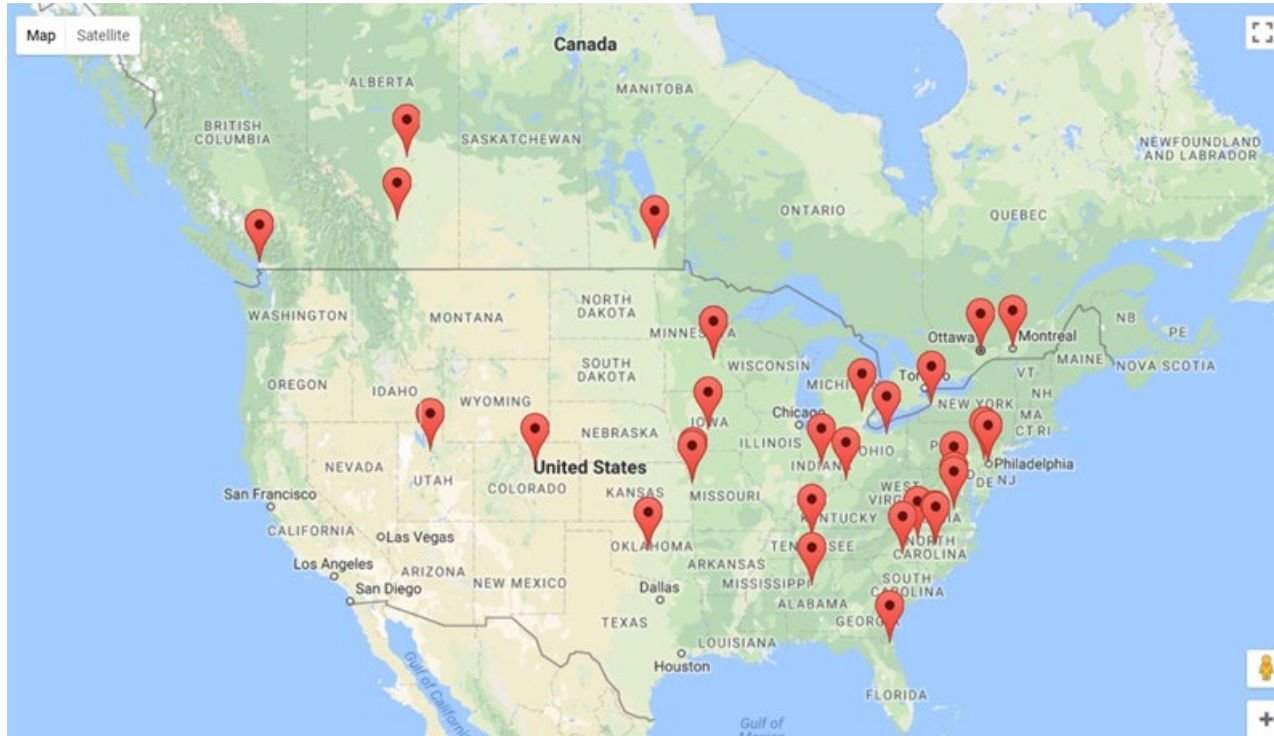


After The Show

- Get feedback from your employees
 - What worked? What didn't?
- Provide feedback to show staff
- Start planning for next show!



Home Show Success Stories



<https://www.youtube.com/watch?v=CNuTjWnhp9g&feature=youtu.be>