

RICHMOND HOME SHOW

PRESENTED BY



HOW-TO SET UP YOUR COMPANY'S EXHIBITOR LISTING

OCT. 11-13, 2019

Richmond Raceway
Complex

How-to create your listing - as easy as 1-2-3-4!

1. Enter your company info online at:
<https://richmondhideshow.com/add-exhibitor-login>
2. Log in (Exhibitor Listing Login) on our homepage with the username: **RICHOctober@mpe.com** and password: **RICHOctEX9**
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.

Benefits of creating your company listing

VISIBILITY - Receive a full page on our website (www.RichmondHomeShow.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 shows the 'EXHIBITOR LOGIN' page on the Richmond Home Show website. The page has a header with the show's name, dates (October 11-13, 2019), and location (Richmond Raceway Complex, Richmond, VA). Below the header is a navigation menu with links for 'HOME', 'SHOW FEATURES', 'EXHIBITOR LIST', 'LOOKING TO EXHIBIT', 'BUY & SOCIAL', and 'BOOTH QUOTE'. The main content area is titled 'EXHIBITOR LOGIN' and features a large image of various tools. Below the image is a form titled 'ADD YOUR EXHIBITOR LISTING'. The form includes a text area for a description and several input fields: Company Name, Address 1, Address 2, City, State/Province, Zip/Postal Code, Phone Number, Booth #, Website, and Email. To the right of the form are two promotional boxes: one for 'BUY TICKETS ONLINE & SAVE \$3' and another for 'SEARCH THE BUYER'S GUIDE' with an image of a woman sitting at a desk. At the bottom right, there is a 'GET NOTICED advertise here' banner.