



DOWNTOWN  
RALEIGH  
**HOME  
SHOW**



FAIRGROUNDS  
SOUTHERN  
**Ideal  
home  
show**®

**WELCOME!**  
**EXHIBITOR SEMINAR & SOCIAL 2019**

# **YOUR SHOW TEAM**

**CHIARA  
RENELLA-BROOKS**

**SHOW MANAGER**



# **YOUR SHOW TEAM**

**ERIN CALABRITTO**

**OPERATIONS  
COORDINATOR**



# **YOUR SHOW TEAM**

**STACEY HAHN**

**EXHIBIT SALES  
CONSULTANT**

**COMPANIES #, A-J**



# **YOUR SHOW TEAM**

**EVA LADOCHA**

**EXHIBIT SALES  
CONSULTANT,  
COMPANIES K-M**

**SHOW | OFFICE  
ADMINISTRATOR**



# **YOUR SHOW TEAM**

**TAYLOR  
TREADAWAY-  
BURGESS**

**EXHIBIT SALES  
CONSULTANT**

**COMPANIES N-Z**



# **SHOW OVERVIEW**

**DOWNTOWN RALEIGH HOME SHOW**

**FEBRUARY 15-17, 2019**

**RALEIGH CONVENTION CENTER**

# DOWNTOWN SHOW OVERVIEW

- Three designer showrooms: living room, dining room, master bedroom
- Sponsored by



THE DESIGN HAÜS  
A WILLIAMS + STRAUSS DESIGN CO.

- Enter to win \$500 in gift carda to shop The Design Haus

**THE DESIGN HAÜS**

INTERIOR DESIGN CONSULTATIONS

FURNITURE & ACCESSORIES

WINDOW TREATMENTS

LIGHTING

PAINT COLOR CONSULTATIONS

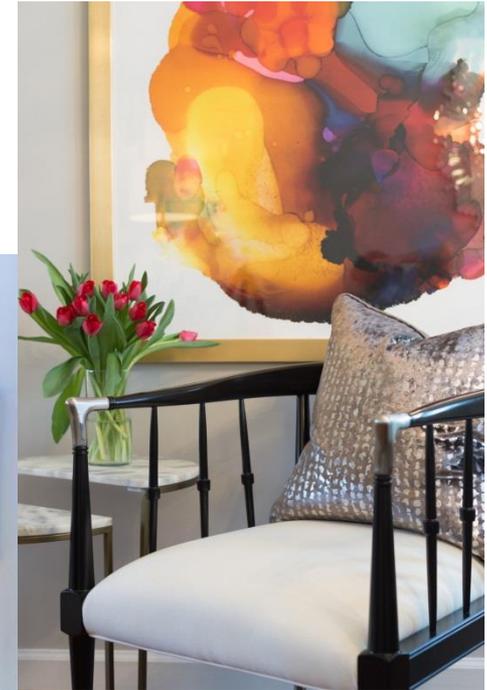
REUPHOLSTERY

KITCHEN & BATHROOM DESIGNS

REMODELING SERVICES

HOME STAGING

404 E MAIN ST. // CLAYTON  
919.585.6694 // thedesignhaus.com



# DOWNTOWN SHOW OVERVIEW

- Enter to win up to \$7,000 in prizes including: custom cabinetry, flooring, shelving, or a door for your garage
- The Great Garage Giveaway, sponsored by



# CELEBRITY SIGHTINGS

**KEVIN O'CONNOR OF  
PBS' THIS OLD HOUSE**



**TYLER WISLER OF  
HGTV'S DESIGN STAR**



# OUTDOOR LIVING FEATURES



4,000 square feet of landscape design  
& outdoor living inspiration  
Sponsored by RB Landscaping and  
Luxury Living Scapes

# DOWNTOWN EXHIBITOR AWARDS

- **Best in Show:  
Overall Exhibit**
- **Home Improvement &  
Design**
- **New Exhibitor**
- **Most Creative Exhibit  
\*NEW\***
- **Outdoor Living**
- **New for 2019: Digital  
Exhibitor Awards  
package including  
website & social media  
graphics, PA  
announcements each  
day of the show, and a  
post-show Exhibitor  
Spotlight Blog Feature  
for each winner**



# **SHOW OVERVIEW**

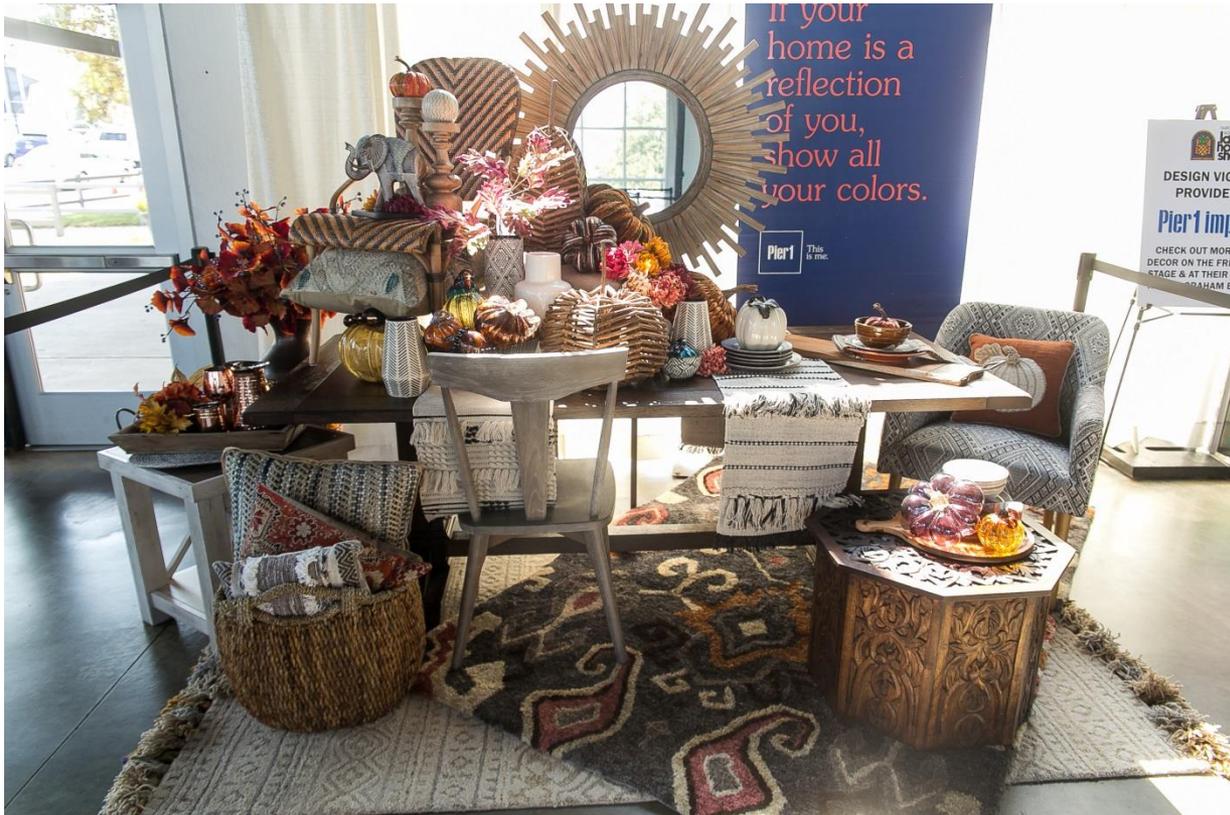
**FAIRGROUNDS SOUTHERN IDEAL HOME  
SHOW**

**APRIL 5-7, 2019**

**NC STATE FAIRGROUNDS  
EXPO CENTER & JIM GRAHAM BUILDING**

# FAIRGROUNDS SHOW OVERVIEW

- Backyard Retreats, designer sheds provide home office space, kids' creative zone, and a zen den steps from your backdoor
- Sponsorship pending



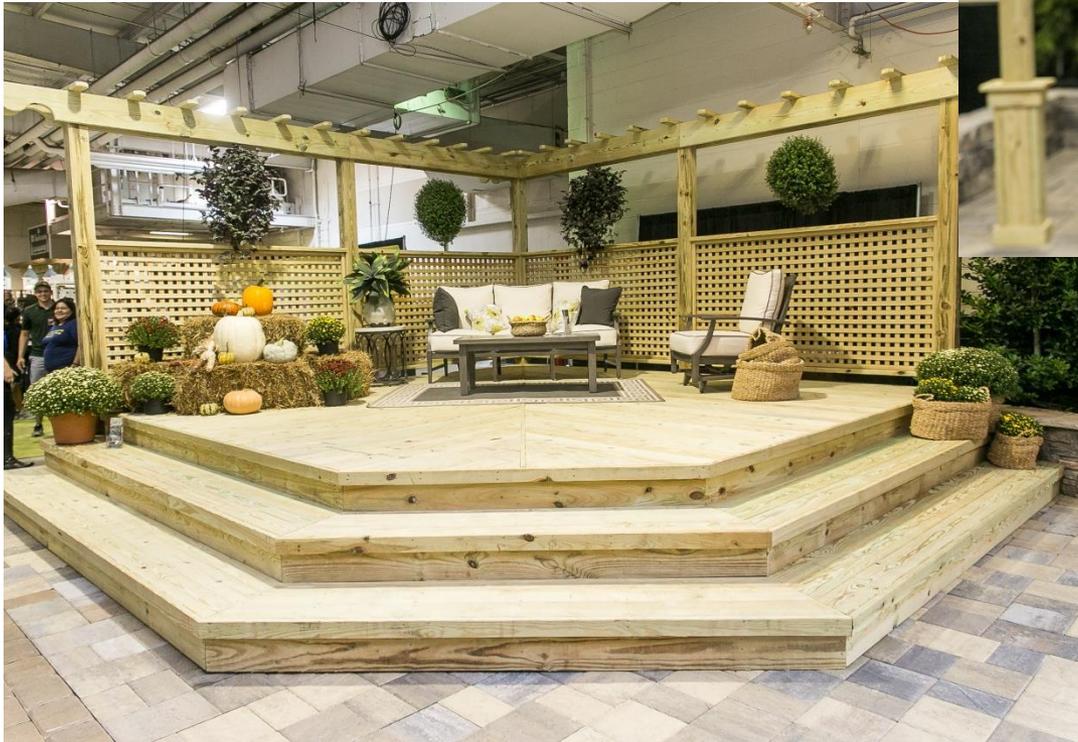
# FAIRGROUNDS SHOW OVERVIEW

- Habitat for Humanity Furniture Auction, our first auction in fall raised over \$3,000 and had 13 local artists participating!
- Make It, Take It Workshop, learn how-to home décor projects for free from local crafting experts



# FAIRGROUNDS SHOW OVERVIEW

- **Outdoor Living and Landscape Features, sponsored by RB Landscaping, Standard Construction & Landscaping, Majestic Outdoor, and COVIS**



# CELEBRITY SIGHTINGS

**TLC'S  
JOHN GIDDING,  
DESIGNER ON  
TRADING  
SPACES**



# FAIRGROUNDS EXHIBITOR AWARDS

- Exhibitor of the Year
- New Exhibitor of the Year
- Garden & Outdoor Design Exhibitor of the Year
- Home Improvement Exhibitor of the Year
- Most Creative Exhibitor of the Year
- New for 2019: Digital Exhibitor Awards package



# **EXHIBIT LIKE AN EXPERT**

**PLAN FOR SUCCESS: BEFORE,  
DURING, AND AFTER THE SHOW!**

# PRE-SHOW PLAN

- Invite your past, current, and prospective customers to come see you at the show!
- Give out all of your complimentary tickets
- Add our discount ticket button to your website
- Follow us on social media and **SHARE SHARE SHARE!**



**VISIT US AT THE SHOW**

**DOWNTOWN  
RALEIGH  
HOME  
SHOW**  
FEB. 15-17  
RALEIGH  
CONVENTION  
CENTER

**BUY NOW  
SAVE \$3**  
PROMO CODE: SAVINGS

**CLICK HERE**

The banner features a teal background with a white bathtub and a chrome faucet. The text is arranged in a clean, modern layout with a yellow bar at the top and bottom.

# ON-SITE PLAN

- **This is your show room!**
- **3 Second Rule**
- **How are you going to excite your staff?  
Incentives, contests?**
- **Giveaways with email opt-ins to drive consumer interaction**
- **Start early, stay until the end!**



# POST-SHOW PLAN

- Did your on-site incentives work? Do you need to tweak it for next year?
- Any changes to your booth space/design? Need more room? Get feedback from your staff.
- Provide feedback to us in our surveys we send out after the show!
- Start planning for your next show!
- Renew on site and save!



# **OPERATIONS BEST PRACTICES**

**WHAT ARE THE RULES,  
REGULATIONS, AND SECRETS  
TO SUCCESSFUL SHOW?**

# YOU'RE BOOKED; WHAT'S NEXT?

- Visit the Exhibitor Kit section of our website and follow our step-by-step reminders:
- Exhibitor Manual (READ ME!!!)
- Facility Order Forms: Electrical, water, internet access
- Decorator Order Forms: Rental of carpet, chairs, tables, signage, etc.
- Move-In and Move-Out info

**DOWNTOWN  
RALEIGH  
HOME  
SHOW**  
FEB. 15-17, 2019  
Raleigh Convention Center

## DRIVE-ON ACCESS SCHEDULE

THIS SCHEDULE IS FOR THOSE WHO NEED TO DRIVE A VEHICLE ONTO THE SHOW FLOOR. IF YOU ARE HAND CARRYING OR CARTING IN YOUR BOOTH, YOU MAY WALK IN WED. OR THURS. BETWEEN 8:00 A.M. - 5:00 P.M.



**IMPORTANT:** The move-in process has changed; please take note of the new procedures and share THIS DOCUMENT with your set-up crew

- You must first check-in at Lot G during your scheduled move-in time to obtain a dock pass (lot entrance is on W South St near the corner of S Daveson St)
- When it is your turn to drive into the loading dock/show floor you will be directed to do so (to speed things up, you will be permitted entry when your aisle is clear, not in the order that you arrive at the lot, so please be patient with our team)
- Please unload your vehicle within 20 minutes and remove it from the show floor immediately (this will help speed things up for everyone)
- Parking will not be available in Lot G for move-in or move-out; please plan to park elsewhere (map of available parking downtown is linked in the Exhibitor Kit section of our website)
- If you do not check-in for move-in during your allotted time (too early or too late), you may be delayed significantly or turned away
- No set-up or move-in is permitted on Friday; you must be show-ready by Thursday evening
- Move-out instructions can be found in the Exhibitor Kit section of our website

### QUESTIONS?

Contact Erin Calabritto | Operations Coordinator | 919-334-0051, ext. 203 | erinc@MPeshows.com

# EXHIBITOR BADGES

- **NOT** mailed out
- **Pick up during move-in and show**
- **Show Office**



# ADMISSION PASSES

- Mailed out 2-3 weeks prior
- Invite customers, prospects, friends, family
- Social media giveaways
- Can leave at Will Call





## **EXHIBIT SPACE DO'S AND DON'TS**

**Avoid common mistakes and learn from these shining examples!**



## EXAMPLE: THREE SECOND RULE

Can you tell at a glance who they are and what they do?



**LOOKING SHARP! (NO PUN INTENDED)**

**Professional appearance, neat display, inventory hidden!**



# LESS IS MORE!

Leave room to do business;  
conversations are happening in this space!

# NiteLites

INCORPORATED  
*Landscape Lighting*



Cre  
RENOVA  
919-481  
Sunrooms,  
Outdoor Le  
Screen P  
Design-Buil  
experts in every ph  
Mainten  
eren  
Since

**INVEST IN YOUR UNIQUE SPACE!**



## **INCORPORATE A DEMO**

**People want an EXPERIENCE at the show:  
see, touch, sample, and interact with products!**



## **WARM AND INVITING, WELL STAGED**

**Great use of space, “center island”, great lighting too!**



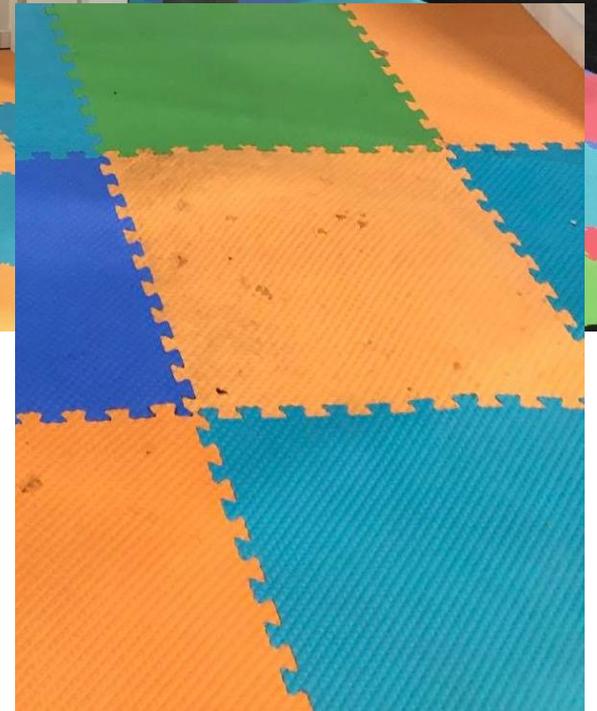
## **RETURNING EXHIBITORS: REFRESH YOUR SPACE!**

**Keep what's working for you; find an economical way to change up your look!**



## **FLOORING: GO FOR PRO!**

**Flooring choice distracts  
from BEAUTIFUL backdrop!**





## TABLE SKIRTS | CLOSED OFF SPACE

Those great signs are hidden at the back!



## **BAD TABLE COVER | NO FLOORING**

The difference between a good show and a bad show can be something as simple as a neat, professional \$25 table skirt!



**CLOSED OFF CLUTTERED BOOTH**



**SITTING, READING, TEXTING**

**In other words, IGNORING customers!**



## **BOOTH VIOLATIONS: WE ARE WATCHING & WARNING**

**Not enough flooring, short table skirts, boxes showing**

# **HOW TO ROCK THE SHOW**

- ✔ **Look the part; dress for success!**
- ✔ **Engage and invite customers to interact with you; don't stalk them in the aisles!**
- ✔ **Schedule breaks and have a meal plan!**
- ✔ **Gather information, set appointments, and plan your sales strategy!**
- ✔ **Keep a positive attitude!**
- ✔ **Follow up with your leads immediately!**

**WE ARE HERE TO  
HELP!**

**ASK US *AND* TELL  
US!**

# WRAP UP

- Questions?
- Please fill out your surveys and turn them in today!
- Drawing for prizes!
- Stay, snack, and socialize until 8:00pm!



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***Thank you for attending today!  
See you at the shows!***