

WINNIPEG HOME + GARDEN SHOW

RBC CONVENTION
CENTRE

APRIL 16-19

Exhibitor Training
Guide for
2020

Your Show Team

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

- **Jenn Duxbury**, Show Manager
- **Crystal Zeemel**, Exhibit Sales Consultant {A-E & #'s}
- **Kayla Donaldson**, Exhibit Sales Consultant {F-Z}
- **Shannon Novak**, Operations | Show Administrator



Dates/Hours/Location

Thursday, Apr. 16th **Noon – 9PM**

Friday, Apr. 17th **Noon – 9PM**

Saturday, Apr. 18th **10AM – 9PM**

Sunday, Apr. 19th **10AM – 6PM**

RBC Convention Centre – 3rd Floor

375 York Ave, Winnipeg MB



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

4 Complimentary Tickets

- Mailed directly to you prior to the show

0-100 ft²	5 Badges
150-200 ft²	7 Badges
250-300 ft²	9 Badges
350-400+ ft²	11 Badges

New Exhibitor Marketing Package

MARKETPLACE | EVENTS

Included with all new exhibitors' bookings

IN PRINT

- Icon next to your listing in the show guide



& Floor Decal

AT THE SHOW

- Icon “tent card” for display in your booth
- Sign at the show entrance listing all new exhibitors
- 1x1' floor decal placed in front of your booth

Sample tent card



ONLINE

- Icon included with your online listing
- Inclusion in the new exhibitor category



Exhibitor Help Desks

Move in Help Desk;

- Located beside the North West Loading Dock on the show floor (booth #142 on the floor plan)
- Pick up your Exhibitor Badges and Renewal Contract here
- This desk is open 8am – 5pm from Monday-Wednesday

Show floor Help Desk while the Show is open;

- Located in booth #115
- Pick up or drop off your Renewal Contract here
- This desk is open during show hours from Thursday - Sunday

Entrance Help Desk while the Show is open;

- Located beside West escalator on the 2nd floor
- Drop off or pick up Exhibitor Badges
- This desk opens 1 hour prior to show open and during show hours from Thursday – Sunday



Parking

- The RBC Convention Centre has two separate climate controlled underground parkades (North & South) to accommodate up to 700 vehicles
- We strongly encourage our exhibitors to use as little of the parking around the immediate vicinity as possible
- Please leave the accessible parking for consumers to come enjoy the show
- If consumers cannot find parking than 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



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

- Ask A Renovator and The Design Studio provide consumers with 15 min free consultations
- The Lounge provides consumers a place to grab a drink, rest their feet and contemplating buying decisions without leaving the show
- The Main Stage provides presentations throughout the show including our Celebrity guests

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



Celebrity Sightings



Brian McCourt & Sarah Keenleyside of HGTV Canada's Backyard Builds will be appearing on Friday & Saturday!

Visit <https://winnipeghomeandgardenshow.com/show-features/stage-schedules> for the full 2020 stage schedule!

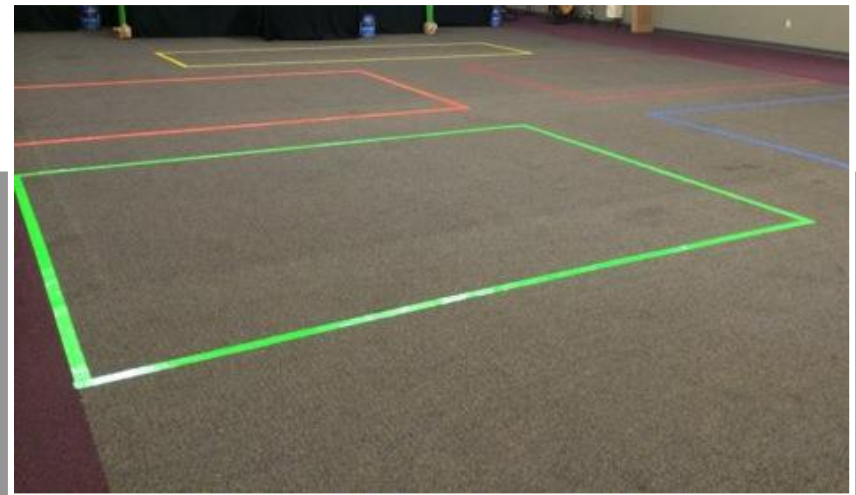
Face to Face Selling

- 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 isle 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 isle 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

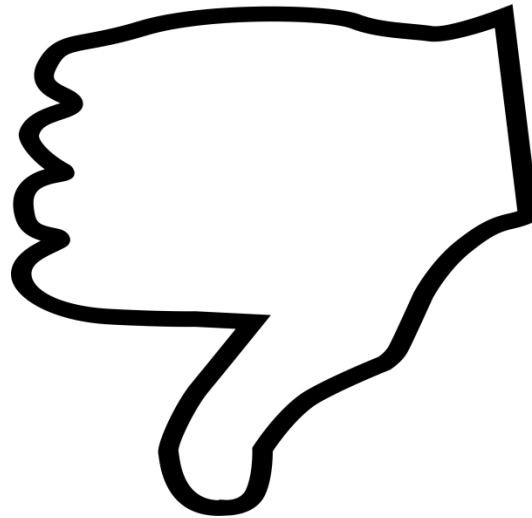
3 Second Rule

- 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 Dont's

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, tablecloth is not professional



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? Overall display is messy, flooring doesn't cover the space of the booth & is 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, beautiful design, 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, is 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 neighbors or isle 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 during the following hours;

Monday, April 13th	Tuesday, April 14th	Wednesday, April 15th	Thursday, April 16th
7am -12am	7 am - 12am	7am - 12am* *No vehicle floor access after 5pm	7am - 10am* *No vehicle floor access

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 isle carpet
- Obey the move out schedule, it is created based on booth location
- 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

Vehicle traffic hours;

Sunday, April 19th

7:00pm* - 11:59pm

Monday, April 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
- We have a sample lead card on our Exhibitor Kit that you are welcome to use

Choosing your Staff;


- Have your best sales staff working the booth
 - 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
 - It only takes a few minutes to miss out on a big sale, if your staff leave early or arrive late
- 

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 quantity and give out selectively

Giveaways;

- Having pens, bags or other promotional items with your logo on them is always a great idea
 - This helps 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 their 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

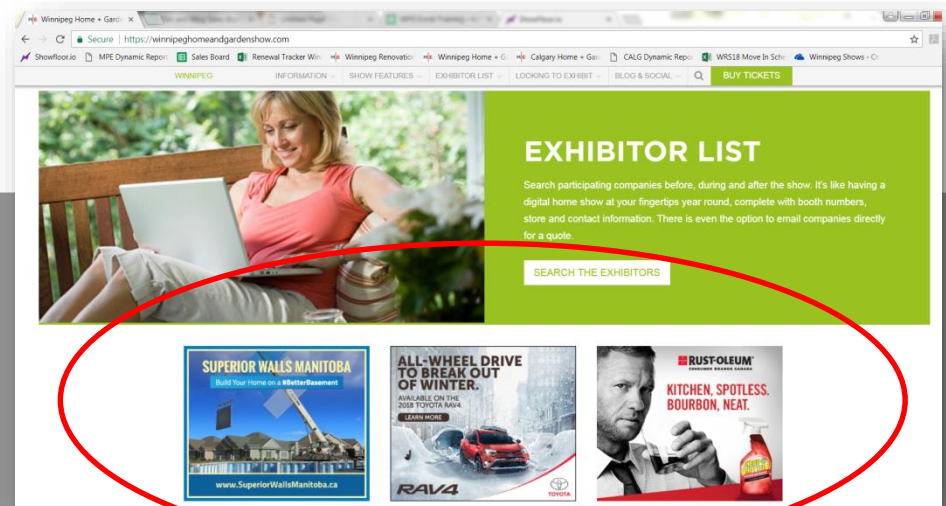
- The best attire you can wear is a smile
- Stand or have a stool to keep you eye level with consumers
- Be warm and inviting
- Create a warm and inviting space
- Use your prospects name when conversing with them
- Know your competition and know how you do things differently/better
- Make friends with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

Exhibitor Spotlights:

- Looking for more exposure and/or would like to be more active on social media?
- Exhibitors may have blogs created about their products by submitting this form which we will then share across social;

<http://winnipegrenovationshow.com/exhibitor-spotlight>

Exhibitor Testimonials:

- Used on the following year's marketing materials. Submit your experience here; <http://winnipegrenovationshow.com/TEST>



@wpghomeshows

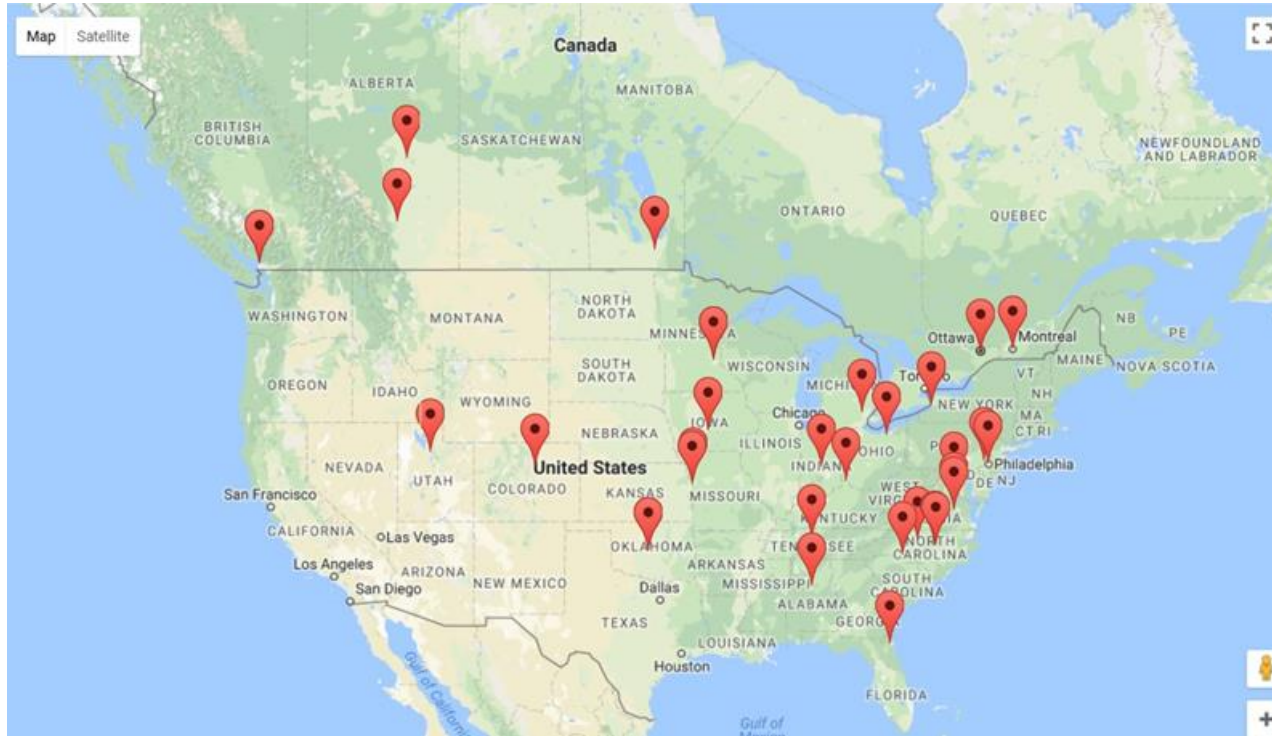
Are you on social media? Follow us to keep up with all things Winnipeg Home Shows! Maybe you'll even be featured on our page!

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>