

BIRMINGHAM HOME SHOW

FEB. 15-18, 2018
Birmingham-Jefferson
Convention Complex

How-to set up your company's Exhibitor Listing

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

1. Enter your company info online at:
<http://www.homeshowbirmingham.com/add-exhibitor-login>
2. Log in with the username: **BHAMFebruary** and
password: **BHAMFebEX8**
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.homeshowbirmingham.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 Birmingham Home Show website interface. At the top, there's a navigation bar with links for 'HOME SHOW', 'SHOW FEATURES', 'EXHIBITOR LIST', 'LOOKING TO EXHIBIT', 'BLOG & BOOK', and 'BUY TICKETS'. Below the navigation is a banner image of a fire pit with the text 'EXHIBITOR LISTINGS'. The main content area is divided into two columns. The left column is titled 'ADD YOUR EXHIBITOR LISTING' and contains a form with fields for: Company Name, Address 1, Address 2, City, State/Province, Zip/Postal Code, Phone Number, Booth #, Website (http://), Facebook page (http://), and Twitter page (http://). Below the form is a note: 'Please enter your link on Better Business Bureau (if applicable)'. The right column is titled 'RECEIVE A BOOTH QUOTE' and includes a 'BOOTH QUOTE' button. Below that is a 'SEARCH THE EXHIBITOR LIST' section with an 'EXHIBITOR LIST' button. At the bottom right, there are two promotional banners: 'advertise here' and 'get noticed ADVERTISE HERE'.

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