

# SALT LAKE HOME SHOW

JAN. 6-8, 2017

South Towne Expo Center

## 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:  
[www.saltlakehomeshow.com/add-exhibitor-login](http://www.saltlakehomeshow.com/add-exhibitor-login)
2. Log in with the username: **SLCJanuary** and password: **SLCJanEX7**  
Please note that the password is case sensitive. Contact your show manager if you want to fax/email your information.
3. We will create your company profile and set up your *Get a Quote* form.
4. We will update and maintain your page through the year as required so you can promote product launches, store sales, events and more through your company page year-round!

### 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! Detailed company information will remain on the Salt Lake Home Show website ([www.saltlakehomeshow.com](http://www.saltlakehomeshow.com)) for the entire show season.

**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](mailto:jens@MPeshows.com).

The screenshot shows the Salt Lake Home Show website interface. At the top, there's a navigation bar with links for 'HOME SHOW', 'HOME FESTIVAL', 'BUY TICKETS', 'EXHIBITOR LIST', 'LOOKING TO EXHIBIT', 'BLOG & SOCIAL', and 'SHOW FEATURES'. Below the navigation bar is a banner image of a fire pit with a waterfall. The main content area is titled 'EXHIBITOR LISTINGS' and contains a form titled 'ADD YOUR EXHIBITOR LISTING'. The form includes fields for Company Name, Address 1, Address 2, City, State/Province, Zip/Postal Code, Phone Number, Booth #, Website, Facebook page, Twitter page, and a field for a Better Business Bureau link. There are also checkboxes for 'Upload company logo or product photo' and 'Add images'. To the right of the form is a sidebar with a 'RECEIVE A BOOTH QUOTE' section, a 'SEARCH THE EXHIBITOR LIST' section with a search button, and an 'EXHIBITOR LIST' section with a search button. There are also promotional banners for 'advertise here' and 'get noticed ADVERTISE HERE'.

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