

# PHILLY HOME + GARDEN SHOW

FEB. 17-19, 2017

Greater Philadelphia  
Expo Center  
OAKS, PA

## 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.phillyhomeandgarden.com/add-exhibitor-login>
2. Log in with the username: **PHGSFebruary** and password: **PHGSFebEX7**  
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 Philly Home + Garden Show website ([www.phillyhomeandgarden.com](http://www.phillyhomeandgarden.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 website interface for the Philly Home + Garden Show. At the top, there's a navigation bar with links for 'HOME SHOW', 'EXHIBITOR LIST', 'LOOKING TO EXHIBIT', 'BOOTH & SOCIAL', and 'BUY TICKETS'. Below the navigation bar is a large image of a fire pit with a waterfall. The main content area is titled 'EXHIBITOR LISTINGS' and features a form to '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, and Twitter page. There are also checkboxes for 'Please enter your link on Better Business Bureau (if applicable)' and 'Upload company logo or product photo'. To the right of the form is a 'RECEIVE A BOOTH QUOTE' section with a 'BOOTH QUOTE' button. Below that is a 'SEARCH THE EXHIBITOR LIST' section with a search bar and a 'EXHIBITOR LIST' button. At the bottom right, there are two promotional banners: 'advertise here' and 'get noticed ADVERTISE HERE'.