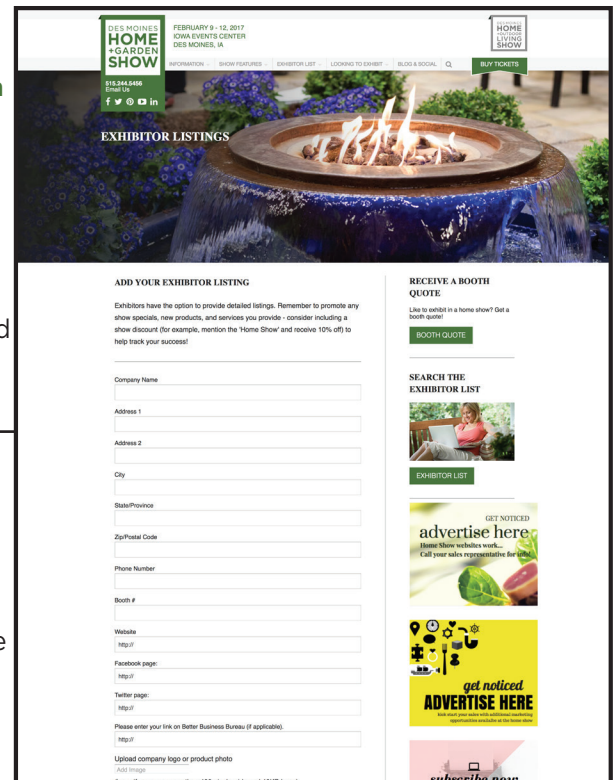


# How-to set up your company's Exhibitor Listing

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

1. Enter your company info online at:  
<http://www.desmoineshomeandgardenshow.com/add-exhibitor-login>
2. Log in with the username: **DMHGFebruary** and password: **DMHGFebEX7**  
 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 Des Moines Home + Garden Show website ([www.desmoineshomeandgardenshow.com](http://www.desmoineshomeandgardenshow.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).