

# RICHMOND HOME +GARDEN SHOW

PRESENTED BY



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

**MARCH 2-4, 2018**

Richmond Raceway Complex

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

1. Enter your company info online at:  
<http://www.richmondhomeandgarden.com/add-exhibitor-login>
2. Log in with the username: **RHGSMarch** and  
password: **RHGSMar8**  
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 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.RichmondHomeAndGarden.com](http://www.RichmondHomeAndGarden.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](mailto:jens@MPeshows.com).

