

THE OKC HOME +OUTDOOR LIVING SHOW

MARCH 18-20, 2016

State Fair Park–Oklahoma City

How to set up your company's Buyer's Guide Listing

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

1. Enter your company info online at:
<http://www.homeshowokc.com/add-exhibitor-login>
2. Log in (Buyer's Guide Listing Login) on our homepage with the same login & password: **OKCMarEXH6**
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 *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 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 OKC Home + Outdoor Living show website (www.homeshowokc.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.

The screenshot shows the website interface for adding a listing. At the top, there's a navigation bar with 'BUY TICKETS' and 'BUYER'S GUIDE' buttons. Below the navigation is a large image of a fire pit. The main content area is titled 'ADD YOUR BUYERS GUIDE LISTING'. It includes a paragraph of instructions for exhibitors, followed by a form with 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 'BUY TICKETS ONLINE AND SAVE \$2' and 'SEARCH THE BUYER'S GUIDE' sections on the right side of the form.