

WINNIPEG  
HOME  
+ GARDEN  
SHOW

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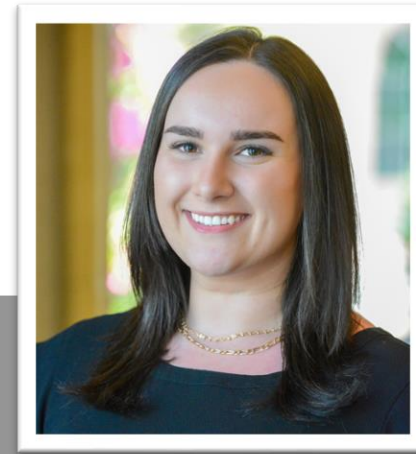
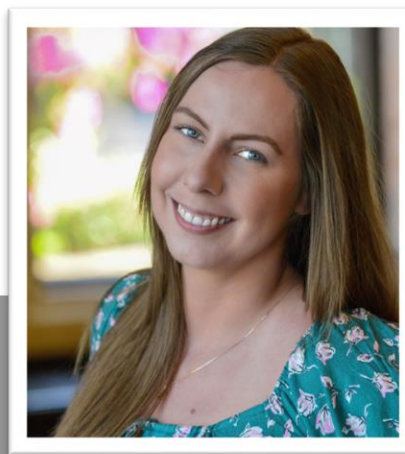
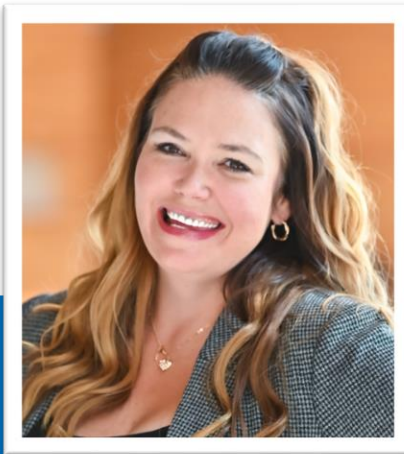
RBC CONVENTION  
CENTRE

Exhibitor Training  
Guide

# Your Show Team

We are onsite and available from move in until move out of the show.

- **Crystal Zeemel**, Exhibit Sales Consultant
- **Kayla Donaldson**, Show Manager
- **Madelyne Lemieux**, Show Coordinator



# Location

**RBC Convention Centre – 3<sup>rd</sup> Floor**

**375 York Ave, Winnipeg MB**



## Included with your Booth

### Staff Badges

- See legend below for specific amounts provided

### 8ft. High Black Pipe & Drape

- Anything above 8ft. high must be neutrally finished on the back side and contain no logos

### Online Exhibitor Listing

- Exhibitors are responsible to set up their own listings. Please see the Exhibitor Kit for instructions

### 10 Complimentary E-Tickets

- Emailed directly to you prior to the show

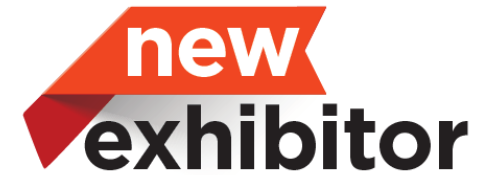
<b>0-100 ft<sup>2</sup></b>	<b>5 Badges</b>
<b>150-200 ft<sup>2</sup></b>	<b>7 Badges</b>
<b>250-300 ft<sup>2</sup></b>	<b>9 Badges</b>
<b>350-400+ ft<sup>2</sup></b>	<b>11 Badges</b>

# New Exhibitor Marketing Package

Included with all new exhibitors' bookings

## IN PRINT

- Icon next to your listing in the show guide



Sample of Exhibitor Icon

## AT THE SHOW

- Icon “tent card” for display in your booth
- Sign at the show entrance listing all new exhibitors
- Icon on floor decal placed in front of your booth

Sample tent card



## ONLINE

- Icon included with your online listing
- Inclusion in the new exhibitor category

*see the* **new exhibitors**

### SEARCH BY CATEGORY

- Appliances, Water Systems and Household Products
- Associations & Non Profits
- Cleaning Products and Service

# Exhibitor Help Desks

## Move in Help Desk;

- Located beside the NorthWest Loading Dock on the show floor (booth #142 on the floor plan)
- Pick up your Exhibitor Badges here
- This desk is open 9am – 5pm from Monday-Wednesday

## Show floor Help Desk while the Show is open; (Book A Booth)

- Located in booth #115
- Get help with your Renewal e-Contract here
- This desk is open during show hours from Thursday - Sunday

## Entrance Help Desk while the Show is open;

- Located beside West escalator on the 2<sup>nd</sup> floor
- Drop off or pick up Exhibitor Badges
- This desk opens 1 hour prior to show open and stays open during show hours from Thursday – Sunday



# Parking

- The RBC Convention Centre has two separate climate controlled underground parkades (North & South) to accommodate up to 700 vehicles
- We strongly encourage our exhibitors to use as little of the parking around the immediate vicinity as possible
- Please leave the accessible parking for consumers to come enjoy the show
- If consumers cannot find parking than they may not attend or, will enter the show frustrated after spending an hour looking for a parking spot
- Consider car pooling, taking transit or taking a taxi



# Features

Various booths that are a combined effort between the show team, partners and sponsors.

## Drive Traffic

- Features often target a unique audience and bring different demographics down to the show

## Create a Media Buzz

- Features provide the media with new and exciting content to cover

## Provide Value

- Ask A Renovator and Ask A Landscaper provide consumers with 15 min free consultations
- The Lounge provides consumers a place to grab a drink, rest their feet and contemplating buying decisions without leaving the show
- The Main Stage provides presentations throughout the show including our Celebrity guests

Visit <https://winnipeghomeandgardenshow.com/show-features> for current feature line up!



# Face to Face Selling

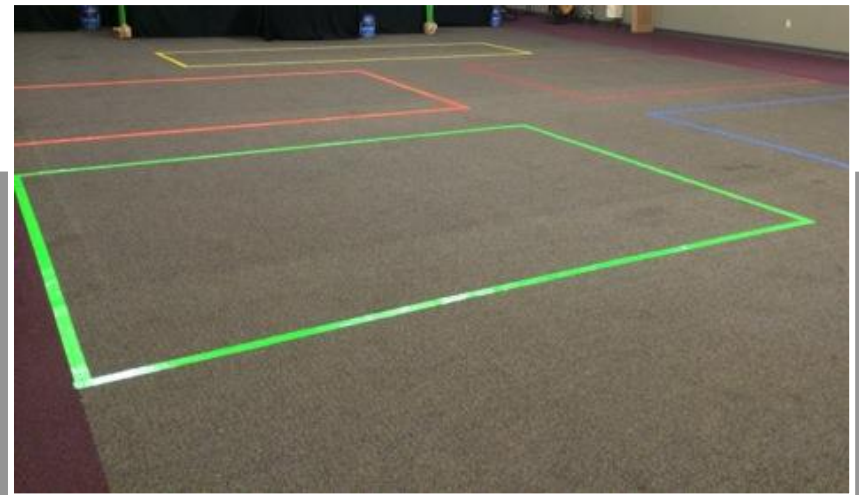
- We provide a vibrant market place with serious shoppers
- Consumers are coming with a home improvement project in mind
- They are paying anywhere from \$30-50 per couple just to get into the show
- Once they step off of the isle carpet and into your booth that is your buying que to pitch them your product/service





# Decide How Much Space

- Make sure that you have enough room to properly showcase your product or service
- Have enough room for 1-2 sales people and 1-2 couples to fit comfortably and talk to your sales staff within your booth
- The aisle ways get very busy and consumers will not wait around for an available staff member during peak hours
- Mark out your booth dimensions in a warehouse before the show, add your product, add sales staff and mock consumers. Do you have enough space?



# Decide How Much Space

- A 10x10 inline booth only offers 3 seconds of exposure
- This means that it only takes a consumer 3 seconds to walk by your booth, read your signage and decide if they are looking for your product or service
- A 10x20 corner gives you 9 seconds of exposure and much more space to showcase your company properly while leaving room for consumers to visit
- Think of your booth space as a storefront within a busy mall; the bigger your space is, the easier it will be for consumers to find you

10x10



10x20

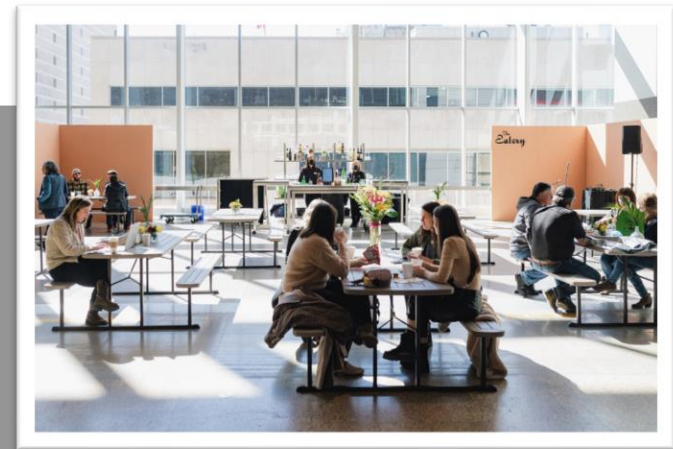


20x20



# Choosing your location

- The earlier that you book, the better locations you will have to pick from
- Trust your sales consultant to help you pick your spot, they work with the floor plan all year, know where other companies are booked and know the traffic flow
- Decide if you would like high traffic volumes at all times, or a slower trickle of consumers to allow you to talk to them all
- Booking near a Show Feature or Show Sponsor allows you to piggyback on their extra marketing to drive traffic
- Leading up to the show booth availability changes quickly



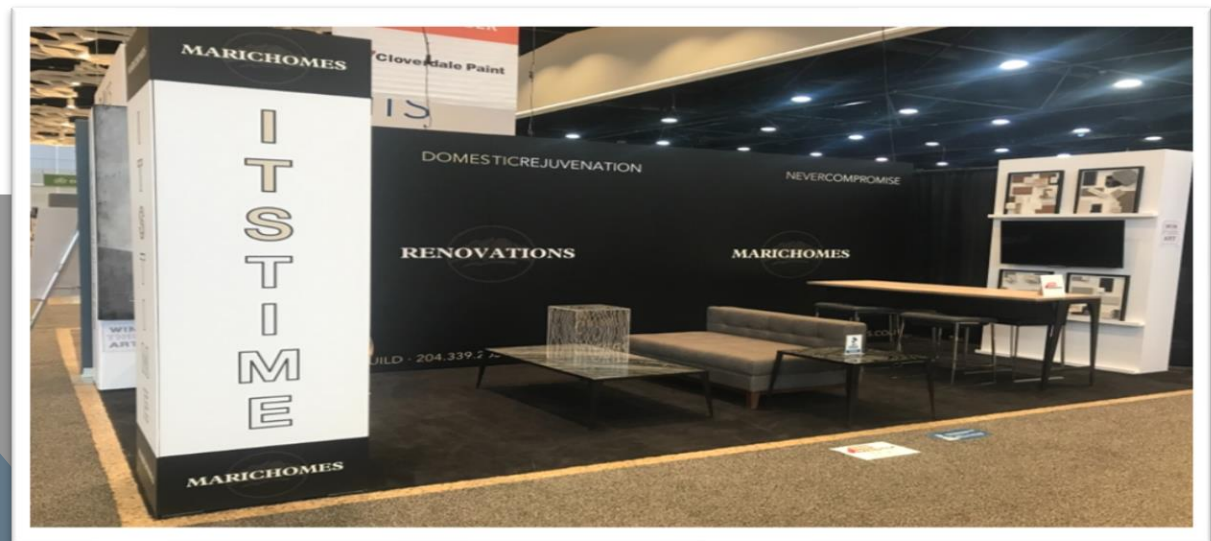
# Plan Your Booth

## Put your best foot forward

- This is your showroom for the weekend and chances are your competition will be here as well
- Consumers are here to compare companies and products
- Your booth is the first impression of your company for consumers
- Ask your sales consultant for booth photo examples to help you design your space

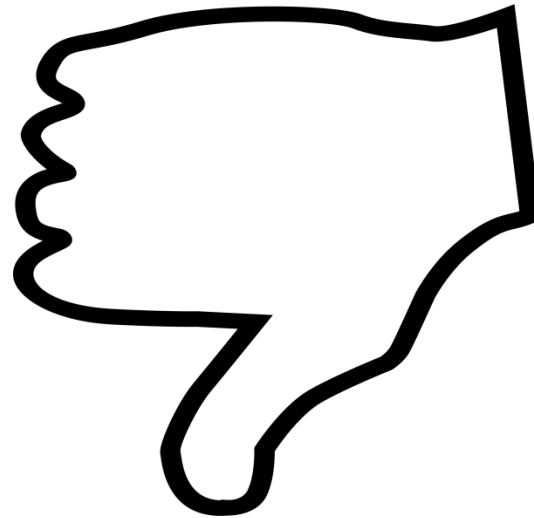
## 3 Second Rule

- Consumers must know who you are, what you do and why you do it better in 3 seconds
- Have clean and clear signage
- Build your display to reflect your company ie. Kitchen company – build a kitchen



# Exhibit Space Dont's

The following slides show a variety of common mistakes made by exhibitors



# No sales are happening here

Why? Too much going on in the sign, table is blocking access to the booth, tablecloth is not professional



# No sales are happening here

Why? Too much going on in the sign, table is blocking access to the booth



# No sales are happening here

Why? Overall display is messy, flooring doesn't cover the space of the booth & is a tripping hazard





# No sales are happening here

Why? Signage is too small and too busy, table cloths are not professional and the tables are blocking access to the booth



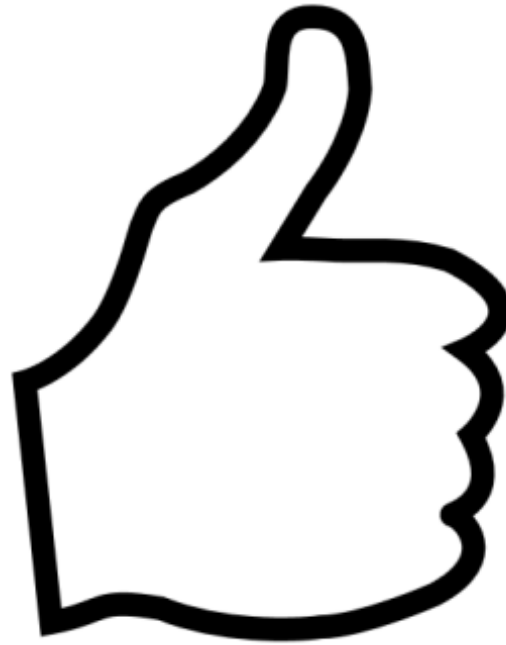
# No sales are happening here

Why? Too much product in a 10x10 booth, they should be in a 10x20



# Exhibit Space Do's

The following slides show a variety of great displays



# Lots of sales happening here

Why? Open concept, beautiful design, could use a sign with company name and specialties



# Lots of sales happening here

Why? Clear signage, extra lighting, space to wait and to sit and talk about projects



# Lots of sales happening here

Why? Open space, great use of flooring (flooring is required for all exhibits)



# Lots of sales happening here

Why? Excellent signage, open and inviting (the chairs blocking entry are removed during show hours)



# Lots of sales happening here

Why? Great example of a 10x10 booth, open concept, excellent signage





# Lots of sales happening here

Why? Great example of a 10x10 booth, open concept, excellent signage



# Lots of sales happening here

Why? Great signage explaining what they do but, is missing company name



# Exhibit Space Must Do's

- Read the Exhibitor Kit on our website
- Submit your online exhibitor listing
- Pre-Order venue services; electrical, banner hanging, water, etc.
- Pre-Order decorator services; flooring, tables, chairs, etc.
- Floor is required for all displays – you can rent flooring or bring in your own
- Look up your move in and move out time – obey the schedule
- Stay within your booth confines – you cannot encroach on your neighbors or aisle ways

# Move In

- Every company receives their own specific move in time
- This is your first access to the show floor through the loading dock
- Drive in, unload your items and then remove your vehicle from the venue
- From there you can walk onto the show floor and build your display during the following hours;

Monday	Tuesday	Wednesday	Thursday
7am - 12am	7am - 12am	7am - 12 am No vehicle floor access after 2pm	7am - 10am No vehicle floor access

# Move Out

- Do not begin taking down your display until the show is closed and ALL consumers have left the show floor
- It takes us the first hour after show closes just to roll up the isle carpet
- Obey the move out schedule, it is created based on booth location
- Doors for vehicle traffic do not open until 7pm
- Your booth must be entirely packed up before your vehicle will be allowed access
- All exhibits must be out by 2pm on Monday

Vehicle traffic hours;

Sunday	Monday
7PM - 11:59PM	12AM - 2PM

# Plan For Sales

## Set a Sales Goal;

- Challenge your staff to bring in x amount of leads per day
- Give a prize for the most leads
- Have a system for tracking leads
- We have a sample lead card on our Exhibitor Kit that you are welcome to use

## Choosing your Staff;

- Have your best sales staff working the booth
- Who is the best ambassador for your company? They should probably be working your booth
- Make sure that they are aware of your expectations and how much you have invested in the show
- Schedule your staff to arrive one hour before the show opens and to stay a half an hour after the show closes
- It only takes a few minutes to miss out on a big sale, if your staff leave early or arrive late

# Plan For Sales

## Literature;

- Have 2 pieces of literature available – one small cheaper item and one bigger expensive item
- The smaller item could be a pamphlet or one pager – have 15% of the projected attendance
- Give this item out to everyone
- Make it generic with no dates so that you can reuse extras
- The bigger item could be a product catalogue – have a limited quantity and give out selectively

## Giveaways;

- Having pens, bags or other promotional items with your logo on them is always a great idea
- This helps get your name out there beyond the show
- Do not lay them out on a table for consumers to take as they wish
- Use them as a reward and give them to consumers that you have great conversations with
- These items are expensive – use them strategically

# Plan For Sales

## Lead follow up;

- Establish expectations prior to the show
- When will leads be called after the show?
- How will you follow up with prospects?
- What order will you follow up with them?
- Staff should rank their from hot to cold as they get them
- We recommend scheduling estimates right at the show if possible
- You cannot expect consumers to bang down your door with business after the show
- You must follow up with your leads
- Consider a mailer, e-blast, follow up calls to your database before and after the show



# How Not To Exhibit

- Don't over staff your booth – it becomes intimidating to consumers
- Don't spend the show talking or texting on your phone – be approachable and inviting
- Don't eat in your booth
- Don't leave your booth unattended
- Don't stalk consumers in the aisles – let them come into your booth
- Don't treat the show like a vacation from the office
- Don't speak ill of your competition



# How To Exhibit

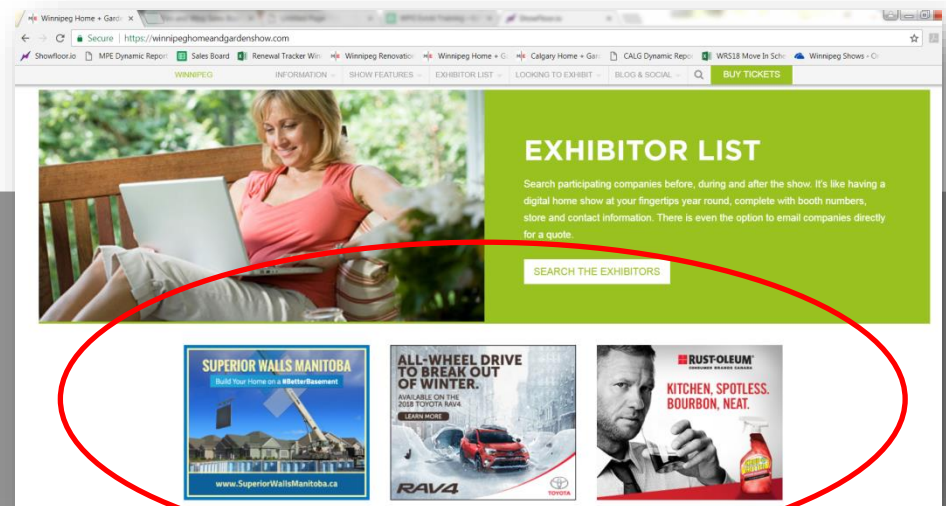
- The best attire you can wear is a smile
- Stand or have a stool to keep you eye level with consumers
- Be warm and inviting
- Create a warm and inviting space
- Use your prospects name when conversing with them
- Know your competition and know how you do things differently/better
- Make friends with your neighbours



# Extra Marketing

Adding extra marketing to your booking will help boost your booth traffic and visibility. Contact your sales rep for pricing!

- Web banner
  - Floor decals
  - Logo ID on floor plan (20x20+)
  - Stage presentation
- 
- Product sponsor
  - Feature sponsor



# Free Marketing

## Exhibitor Testimonials:

- Used on the following year's marketing materials. Submit your experience here;

<https://www.winnipeghomeandgardenshow.com/testimonial-submission>



Are you on social media? Follow us to keep up with all things Winnipeg Home Shows! Maybe you'll even be featured on our page!

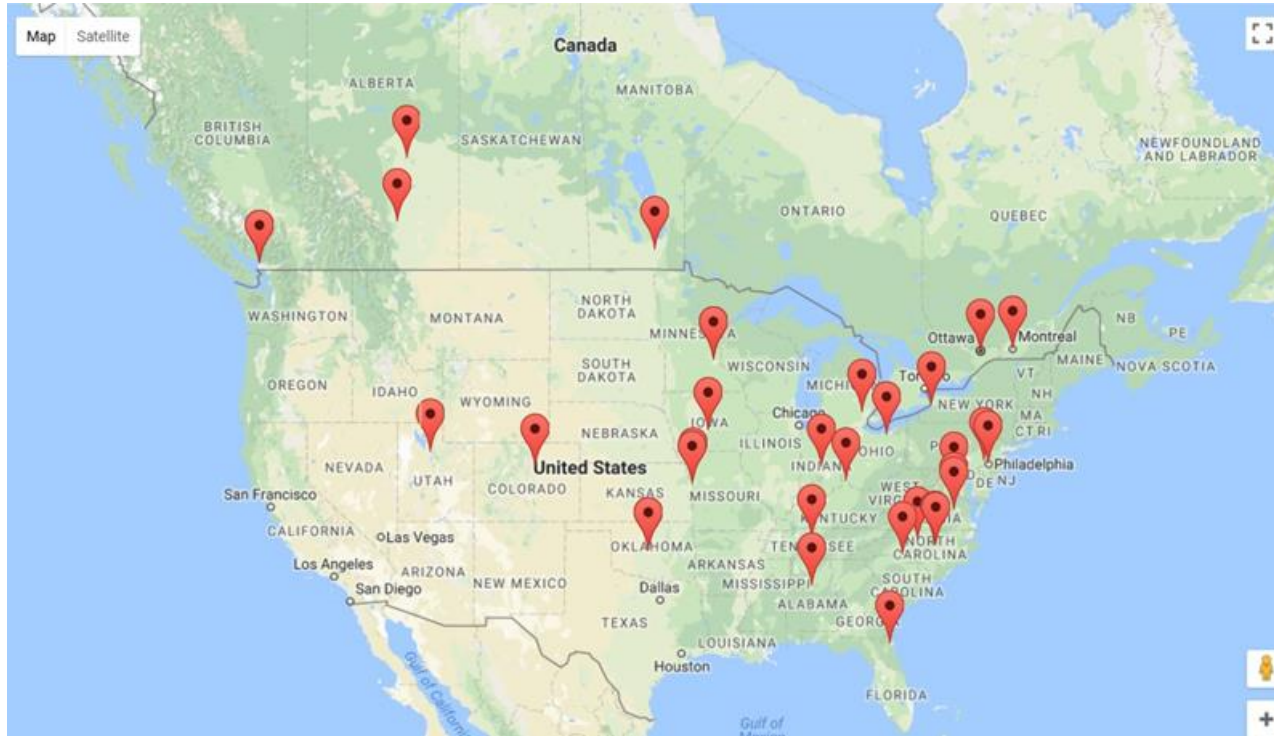


# After The Show

- Get feedback from your employees
  - What worked? What didn't?
- Provide feedback to show staff
- Start planning for next show!



# Home Show Success Stories



<https://www.youtube.com/watch?v=CNuTjWnhp9g&feature=youtu.be>