



Hello Exhibitors!

We are excited to announce that the 38th annual Medina County Home & Garden show will go on March 7 & 8, 2021 as a virtual event! We have spent the last month researching the best way for attendees to interact with exhibitors much the same way as usual but in a safe manner. We have selected the Booth Central platform to create an online marketplace where customers can shop and join you face-to-face in your booth through video chat.

Think of the event as if it were an in-person event. Attendees can register in advance or the day of the show and it will be free for them to attend. They receive a link to the Medina County Home & Garden Show page and will be welcomed by a streaming video explaining how they can get the most out of the event. The streaming video will also include our tips and how-to videos much like what we feature on our Presentation Stage. There is also an option for exhibitors to be included in this streaming video if they purchase the Premium Booth (explained below). Then the attendees can browse through the booths which are individual tiles with exhibitor photos and video, information about the company, a click to the exhibitor's website and the option to have a live chat with the exhibitor. When they click on the Live Chat link a screen pops up with the exhibitor live and ready to talk to the attendee, much like on Zoom. If the exhibitor isn't available to take a Live Chat, a Request a Live Chat button replaces the Live Chat button and the exhibitor is notified that someone wants to speak with them. All of this will only be available during the show hours – March 6 & 7 from 10 am to 5 pm both days.

To make the event experience more enticing to the attendees, we will be offering a Grand Prize Drawing of a \$500 gift card to the exhibitor of the winner's choice which we will be purchasing directly from the exhibitor.

We realize this is all new to everyone so you might want to view this video to learn more about how it works:

<https://youtu.be/InfbADbHIPw>

### EXHIBITOR/VENDOR REGISTRATION

Registering for the show is easy – just go to: <https://my.boothcentral.com/v/events/medina-county-home-garden-show> and fill in all the questions completely. That will create your booth. Everything that you fill in on the registration will be what is posted in your show “booth” so be sure to be descriptive, use full sentences, check spelling and use correct grammar. You will be able to upload 6 pictures/images and one video about your product or services (your sales pitch) so have those ready. The video will need to be uploaded to Vimeo or YouTube first and then you will provide the link on the registration form.

If you need assistance, this tutorial will walk you through the application process: <https://www.youtube.com/watch?v=rsgMJWzWNfs>

For a more information, there is a Virtual Event Toolbox for Vendors: <https://boothcentral.com/virtual-events/vendor-faqs/vendor-toolbox/>

### EXHIBITOR BOOTH OPTIONS

*All booths include 6 photos/images and one video, description of your products/services, a link to your website, and Live Chat option to speak directly with potential customers.*

#### **Premium Booth** – limit 6

Additional features: includes premium placement on the page (first come, first served) in rows 1 & 2, your video streaming on the Home Show virtual event landing page (3min. max), exclusive Facebook post, mention in all email blasts, logo on Medina County Home & Garden Show website. \$225

#### **Deluxe Booth** – limit 9

Additional features: includes priority placement on the page (first come, first served placed after the Premium Booths) in rows 3-5, mention in all email blasts, logo on Medina County Home & Garden Show website. \$175

### **Basic Booth**

The booths are shuffled and appear in random order after the Premium and Deluxe Booths each time someone logs on. \$150

**Payment:** Credit Card payment can be made through Booth Central or by going to paypal.com and sending money to [medinahomegardenshow@gmail.com](mailto:medinahomegardenshow@gmail.com). Your booth registration is not complete and your space won't be reserved until payment in full and completed application is received.

If you can't pay by credit card, please send email to [medinahomegardenshow@gmail.com](mailto:medinahomegardenshow@gmail.com) for other options.

### **ADVERTISING AND PUBLICITY**

Our focus in promoting to attendees will be to explain that this is a great way to meet multiple vendors and do some one-stop shopping right from the comfort of their home in a fraction of the time it takes to walk through a live show.

- Regular email blasts to 2500 email addresses from attendees of past shows
- Facebook Advertising
- Google Ads
- Road signs and yard signs as before
- Medina County Gazette
- Medina Weekly News
- Medinacountyevents.com