

Exhibitor eDirectory

FAQ Sheet

What is the eDirectory?

The eDirectory is an **online directory of all exhibitors in the Show**. Each exhibitor is given a listing, which visitors of the Show can use to gain contact information, a company description, up to three images, a brochure and video content.

How do I get an eDirectory listing?

You will be sent an **email** with your login details to access the eDirectory admin portal. You will be provided with a **unique username and password**, which you must use to login at www.homeshow.com.au/admin/.

If you do not have this information, please contact **03 9276 5555**.

What can I add to my eDirectory listing?

You can add the following to your listing:

- **Contact information including;**
 - Web address
 - Email
 - Phone number
 - Contact name
- **Stand number**
- **Up to 3 Show specials**
- **Up to 3 images**
- **A PDF brochure**
- **Video content**
- **Company logo**
- **Appointment availability at the Show**



To maximize your exposure, we recommend completing your listings **4 weeks prior to the Show**, which is when our marketing campaign begins. You can continue to add information and update your listing, right through to the Show.

Why should I update my eDirectory listing?

The eDirectory is visited by over **30,000** unique web users in the month leading up to the Show. By completing a full listing, visitors will be aware of your products/services before the Show. The eDirectory also receives many Post-Show hits, which assists our exhibitors with Post-Show sales and enquiries.

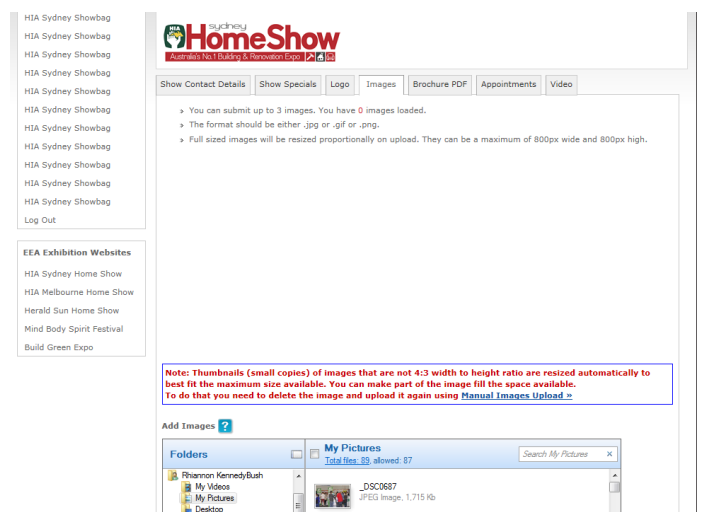
How do I add images to my listing?

Once you have logged onto the eDirectory admin portal (access via www.homeshows.com.au/admin), you are able to upload **up to 3 images**.

Click on the **'Images' tab**. For easy image uploading, we suggest using **'Manual Image Upload'**.

Select the files you wish to upload; remembering only **JPG, PNG and GIF** files are compatible.

Select **'Upload'** and your images will be visible on your listing.



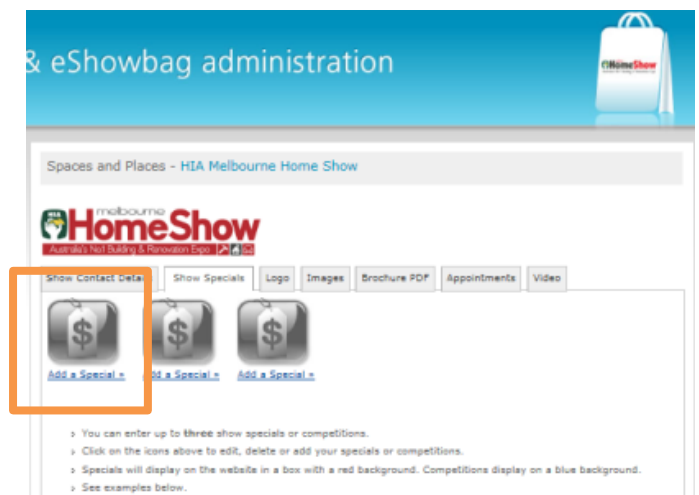
How do I upload 'Show specials' to my profile?

You can select **up to 3 Show specials or prizes** to be uploaded to your listing.

Click on the **'Show Specials' tab**. Proceed to **'Add a Special'** and fill in the required information including;

- **Special highlight (Eg. Save 20%)**
- **End date of offer**
- **Type of Special (offer or prize)**
- **Offer description – keep brief**
- **Conditions (if applicable)**
- **Web link to more information**
- **Image**

Once submitted, your special will also be added to the **eShowbag**.



What is the eShowbag?



The eShowbag is a **collection of all submitted exhibitor Specials and Prizes** – packaged into a link which is sent to all visitors of the Show.

The eShowbag gives your company further exposure and secures Post-Show sales and enquiries, even weeks after the Show has ended.

What if I'm having trouble uploading content?

If you're experiencing any difficulties using the eDirectory, please don't hesitate to contact us on **03 9276 5555**, or by emailing, homeshows@eea.net.au