



RENOVATION & LANDSCAPING SHOW

Road Map for Success

Here at L&L Exhibition Management, Inc., we want to see our exhibitors have success during and following our events. Enclosed you will find tips for successfully collecting your new leads from this years event as well as examples of effective lead collection worksheets.

If you find this information helpful, let us know!
Email info@homeshowcenter.com or call 800-374-6463.



L&L EXHIBITION MANAGEMENT, INC.

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Road Map for Exhibiting Success

Your expo booth is an investment, and we want you to maximize your contacts and sales while you showcase your company in the best light possible.

Your company and the expo's attendees have a vested interest in being at the event. Here are some tips on how to maximize your experience at the show.

1. Communicate Clearly

Make your visuals easy to understand. Expo attendees need to know in a single glance what your company does and what you are selling. What are your product's best features? Give people something tangible to see, touch and feel. This may be your potential customer's first face-to-face interaction with your company, so make it a great first impression.

2. Generate Qualified Leads

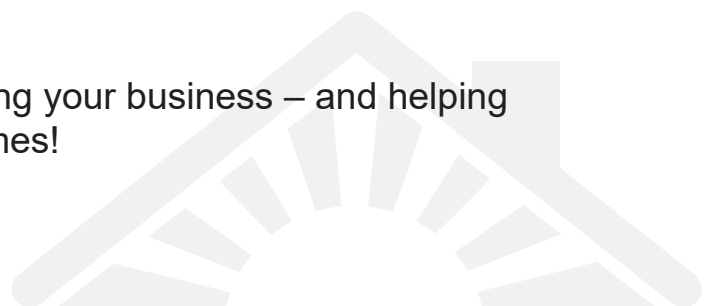
Keep lead sheets at your booth to record contact information for clients you meet at the show. Your lead sheet should include questions to help qualify the job: What is the time frame? Where is the work site? What is the scope of the project? When is a good time to contact the homeowner to follow-up? At the expo, ask potential customers open-ended questions. Do their budget, location and must-haves align with your company's expertise and goals?

3. Follow up on Your Leads

Convert leads from the show into actual sales by following up with the leads you generated. This is where your lead sheets come in handy! You need an efficient system for following-up. Your follow-up routine may combine different approaches, such as calls, email, direct mail, etc. Some prospects will respond to your call, while others will respond to your email or letters. Without following-up properly, you can lose the whole investment you made in the show! These leads are very valuable assets for your company. We have found the most successful exhibitors work hard to follow-up with their leads thoroughly.

When you close these deals, you are building your business – and helping homeowners maintain and update their homes!

Have a great show!



Generate More Leads. Close More Sales.

FREE ESTIMATE

Name: _____

Address: _____

Phone: _____ ☐ AM ☐ PM

E-Mail: _____

Scope Of Work

[illegible]

Notes:

Scheduled Estimate Date: _____ Time: _____ Estimator: _____

Company Name	Address
ABC Corporation	123 Main St, New York, NY 10001
XYZ Industries	456 Elm St, Los Angeles, CA 90001
DEF Enterprises	789 Oak St, Chicago, IL 60601
GHI LLC	101 Pine St, San Francisco, CA 94101
JKL Partners	202 Maple St, Houston, TX 77001
MNO Group	303 Cedar St, Phoenix, AZ 85001
PQR Inc.	404 Birch St, Philadelphia, PA 19101
STU Corp.	505 Spruce St, San Diego, CA 92101
VWX LLC	606 Redwood St, Austin, TX 78701
YZA Partners	707 Cypress St, Fort Worth, TX 76101
BCD Group	808 Sycamore St, Dallas, TX 75201
EFG Inc.	909 Juniper St, San Jose, CA 95101
HIJ Corp.	1010 Willow St, Jacksonville, FL 32201
KLM LLC	1111 Hickory St, Memphis, TN 38101
NOP Partners	1212 Ash St, Little Rock, AR 72201
QRS Group	1313 Magnolia St, Louisville, KY 40201
TUV Inc.	1414 Dogwood St, Portland, ME 04101
WXY Corp.	1515 Red Maple St, Anchorage, AK 99501
ZAB LLC	1616 White Birch St, Fairbanks, AK 99701
ACD Partners	1717 Green Elm St, Juneau, AK 99801
EFG Group	1818 Yellow Oak St, Sitka, AK 99830
HIJ Inc.	1919 Purple Pine St, Kodiak, AK 99584
KLM Corp.	2020 Blue Spruce St, Barrow, AK 99503
NOP LLC	2121 Orange Cedar St, Utqiaġvik, AK 99571
QRS Partners	2222 Green Willow St, Wainwright, AK 99567
STU Group	2323 Red Birch St, Prudhoe Bay, AK 99554
VWX Inc.	2424 Blue Spruce St, Deadhorse, AK 99575
YZA Corp.	2525 Purple Cedar St, Egegik, AK 99824
BCD LLC	2626 Orange Willow St, Bethel, AK 99559
EFG Partners	2727 Green Birch St, Chitina, AK 99561
HIJ Group	2828 Red Spruce St, Chitukchee, AK 99562
KLM Inc.	2929 Blue Cedar St, Chukchee, AK 99563
NOP Corp.	3030 Purple Willow St, Chukchee, AK 99564
QRS LLC	3131 Green Birch St, Chukchee, AK 99565
STU Partners	3232 Red Spruce St, Chukchee, AK 99566
VWX Group	3333 Blue Cedar St, Chukchee, AK 99567
YZA Inc.	3434 Purple Willow St, Chukchee, AK 99568
BCD Corp.	3535 Orange Birch St, Chukchee, AK 99569
EFG LLC	3636 Green Spruce St, Chukchee, AK 99570
HIJ Partners	3737 Red Cedar St, Chukchee, AK 99571
KLM Group	3838 Blue Willow St, Chukchee, AK 99572
NOP Inc.	3939 Purple Birch St, Chukchee, AK 99573
QRS Corp.	4040 Green Spruce St, Chukchee, AK 99574
STU LLC	4141 Red Cedar St, Chukchee, AK 99575
VWX Partners	4242 Blue Willow St, Chukchee, AK 99576
YZA Group	4343 Purple Birch St, Chukchee, AK 99577
BCD Inc.	4444 Orange Spruce St, Chukchee, AK 99578
EFG Corp.	4545 Green Cedar St, Chukchee, AK 99579
HIJ LLC	4646 Red Willow St, Chukchee, AK 99580
KLM Partners	4747 Blue Birch St, Chukchee, AK 99581
NOP Group	4848 Purple Spruce St, Chukchee, AK 99582
QRS Inc.	4949 Green Cedar St, Chukchee, AK 99583
STU Corp.	5050 Purple Willow St, Chukchee, AK 99584
VWX LLC	5151 Orange Birch St, Chukchee, AK 99585
YZA Partners	5252 Green Spruce St, Chukchee, AK 99586
BCD Group	5353 Red Cedar St, Chukchee, AK 99587
EFG Inc.	5454 Blue Willow St, Chukchee, AK 99588
HIJ Corp.	5555 Purple Birch St, Chukchee, AK 99589
KLM LLC	5656 Green Spruce St, Chukchee, AK 99590
NOP Partners	5757 Red Cedar St, Chukchee, AK 99591
QRS Group	5858 Blue Willow St, Chukchee, AK 99592
STU Inc.	5959 Purple Birch St, Chukchee, AK 99593
VWX Corp.	6060 Green Spruce St, Chukchee, AK 99594
YZA LLC	6161 Orange Cedar St, Chukchee, AK 99595
BCD Partners	6262 Green Willow St, Chukchee, AK 99596
EFG Group	6363 Red Birch St, Chukchee, AK 99597
HIJ Inc.	6464 Blue Spruce St, Chukchee, AK 99598
KLM Corp.	6565 Purple Cedar St, Chukchee, AK 99599
NOP LLC	6666 Orange Willow St, Chukchee, AK 99600
QRS Partners	6767 Green Birch St, Chukchee, AK 99601
STU Group	6868 Red Spruce St, Chukchee, AK 99602
VWX Inc.	6969 Blue Cedar St, Chukchee, AK 99603
YZA Corp.	7070 Purple Willow St, Chukchee, AK 99604
BCD LLC	7171 Orange Birch St, Chukchee, AK 99605
EFG Partners	7272 Green Spruce St, Chukchee, AK 99606
HIJ Group	7373 Red Cedar St, Chukchee, AK 99607
KLM Inc.	7474 Blue Willow St, Chukchee, AK 99608
NOP Corp.	7575 Purple Birch St, Chukchee, AK 99609
QRS LLC	7676 Green Spruce St, Chukchee, AK 99610
STU Partners	7777 Red Cedar St, Chukchee, AK 99611
VWX Group	7878 Blue Willow St, Chukchee, AK 99612
YZA Inc.	7979 Purple Birch St, Chukchee, AK 99613
BCD Corp.	8080 Green Spruce St, Chukchee, AK 99614
EFG LLC	8181 Orange Cedar St, Chukchee, AK 99615
HIJ Partners	8282 Green Willow St, Chukchee, AK 99616
KLM Group	8383 Red Birch St, Chukchee, AK 99617
NOP Inc.	8484 Blue Spruce St, Chukchee, AK 99618
QRS Corp.	8585 Purple Cedar St, Chukchee, AK 99619
STU LLC	8686 Orange Willow St, Chukchee, AK 99620
VWX Partners	8787 Green Birch St, Chukchee, AK 99621
YZA Group	8888 Red Spruce St, Chukchee, AK 99622
BCD Inc.	8989 Blue Cedar St, Chukchee, AK 99623
EFG Corp.	9090 Purple Willow St, Chukchee, AK 99624
HIJ LLC	9191 Orange Birch St, Chukchee, AK 99625
KLM Partners	9292 Green Spruce St, Chukchee, AK 99626
NOP Group	9393 Red Cedar St, Chukchee, AK 99627
QRS Inc.	9494 Blue Willow St, Chukchee, AK 99628
STU Corp.	9595 Purple Birch St, Chukchee, AK 99629
VWX LLC	9696 Green Spruce St, Chukchee, AK 99630
YZA Partners	9797 Orange Cedar

Phone	Fax	Web:
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Consultation Card

Name: _____

Spouse/Significant Others Name: _____

Address: _____

City: _____ State: _____ Zipcode: _____

Phone: _____ Alternate Phone: _____

Email Address: _____

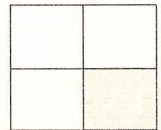
Project Description: _____

Year Home Built: _____

Anticipated project timeline for completion (month/year)? ____ / ____

What time of day is best to contact you? _____

YOUR
COMPANY
LOGO



LOGO

COMPANY NAME

FREE

ESTIMATE

CUSTOMER NAME: _____

PHONE: _____

EMAIL: _____

ADDRESS: _____

HOME OWNER SIGNATURE

By signing below, you are committing to your appointment date & time.
will begin building a customer proposal for your home. You are not obligated to buy any
product or service from

X _____

I am the homeowner.

Rep # _____ Rep Name _____

FOR OFFICE USE: TO BE FILLED OUT BY A

ALL FIELDS MUST BE FILLED OUT

RESULT:

APPOINTMENT

DAY: _____ DATE: _____

MONTH: _____ TIME: _____

am

pm

REP: _____ # _____