*The keyword search is the most commonly used function by users on the Integrated Floor Plan and Directory. While there are more specific searches that can be utilized if needed, the keyword search serves as a catch-all for information within the directory that matches the keywords entered including exhibitors, categories, sessions, and collateral. It is important for exhibitors to complete their online profiles to be sure their company listing is returned in any related searches.*
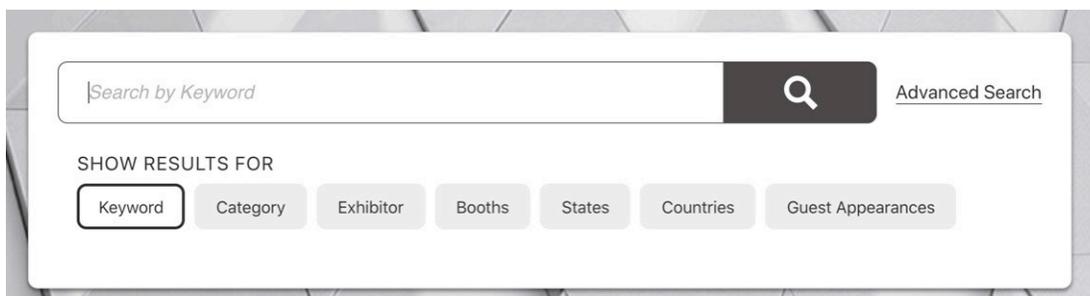
Company Description

It is essential to include keywords, search terms, and phrases in your company description that buyers could potentially use to locate your products and services. Not only will this give them a full picture of your company, but it will also help increase your search returns, leads, and booth visits to ensure you are getting the most out of your exhibitor experience. Make sure all of your information is accurate and up to date throughout the show cycle to get the most out of these features.

Product Categories

Users will often filter the directory by product category to quickly and easily identify companies that fit their interests. In order for this to work it is necessary for you to associate the appropriate categories to you company profile. Product categories will also be pulled into the keyword search, so be sure to select as many as possible that apply to your company.

Upgraded Listing Packages

If you are interested in adding additional content to your online directory to increase engagement with your online listing, reach out to show management to see if theyare offering any upgrade packages. Packages often include additional items that can be uploaded including logos, videos, images, and additional pieces of collateral. Purchasing an upgrade package will increase your visibility on the directory and will often place your company listing at the top of all search results in which your company