

## Start making plans for your showroom customization with the items listed below!

Items are grouped by importance to attendees. “Must Have” items should take priority, while “Nice to Have” items will provide attendees with the best experience.

As you log in to the Halloween & Party Expo & HAuNTcon platform, visit the “Teams” page of your profile, where you can input details and set-up your company’s account.

### ① Your Company Profile

#### Must Have

- Company Name
- Brand Logo: 400 x 400 pixels (JPEG)
- Company Summary: 500 characters\*  
*A more detailed overview of your company... share how you would describe your products and services*
- Product Main Categories
- Company Headline

#### Highly Recommended

- Company Location (City/State)
- HAuNter Friendly (Yes or No)
- Company Video (YouTube or Vimeo)  
*Contact us for assistance if a YouTube or Vimeo link isn't available*
- Website URL
- Show Special

#### Nice to Have

- Product Catalogue URL

### ② Company Rep Profiles

#### Must Have

- Representative Name
- Headshot/Profile Picture
- Headline

#### Highly Recommended

- Experience/Summary
- Representative Location
- Meeting Availability
- Region

### ③ Product Listings

#### Must Have

- Product Photos: 1000 x 1000 pixels (JPEG)
- Product Name
- Product Categories
- Product Summary: 500-1000 characters\*  
*Include as much detail as possible*
- Product Headline: 140 characters\*

#### Highly Recommended

- Minimum Order
- Indicate if Product is New Release
- Price Point

#### Nice to Have

- Product Video (YouTube or Vimeo link)  
*Contact us for assistance if a YouTube or Vimeo link isn't available*
- Website URL

\*Suggested character counts based on space provided.