SaaSTech Servers

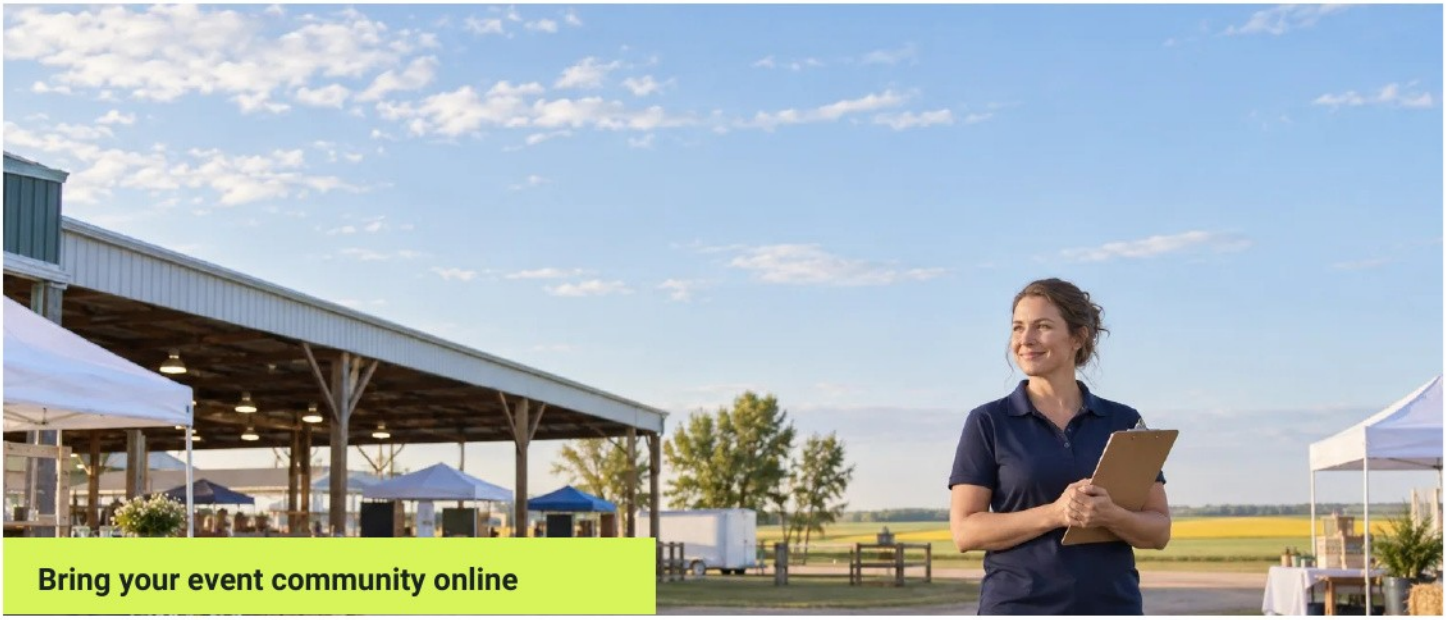
INDUSTRY WEBSITE GUIDE
Workshop workbook

DOMAINS / WEBSITES / BRANDED EMAIL

Exhibitions, Fairs & Agricultural Societies



Help visitors, exhibitors and volunteers each find their own next step.



Explore a practical website plan and download the guide and planning resources.

Microsoft 365 for your organization.

Make every page useful.

- Keep visitor dates and programmes current
- Separate exhibitor and vendor enquiries
- Make volunteer and society information clear

Register or transfer your domain to SaaSTech Servers.

saastech.net/industry/exhibitions-fairs-agricultural-societies

Scan for the guide and downloadable resources.

SCAN TO EXPLORE

SaaSTech Servers

SERVING CANADIAN BUSINESSES
Since 1999

Everything your business needs to move online.

Your name. Your website. Your business email.



DOMAIN CITY

Make a name.

Find your domain name or bring one you own.

WEBSITE VILLAGE

Build your online home.

Start with Website Builder or explore WordPress.

EMAIL TOWN

Look the part.

Use your business name in your team's email.

Not sure where to start?

Take a walk down Main Street.

Explore industry guides, website ideas and practical steps for your business.

Start at **saastech.net**

SCAN TO EXPLORE

Getting started with SaaSTech Servers

Create your free account before contacting support. Keep the detachable record private.

1 Create or sign in to your account

Use an email you can access and follow the secure account prompts. No purchase is required.

2 Keep your customer number and call-in PIN ready

Support may ask for both during a call you initiated through verified Contact Us.

3 Enable two-step verification

Have your registered phone or authenticator device with you when calling SaaSTech Servers; you may need it to sign in or verify the account yourself.

Create My Account | saastech.net/create-account

Contact Us	Account Learning Centre	Delegate access playlist

On Contact Us, check your language/region and currency settings, then use the local contact number shown there.

The Account Learning Centre covers setup and delegation for Website Builder and other services. Choose Work with delegates.

Cut or tear out the card below before sharing this workbook

PRIVATE account reference and call-in authentication

Organization or name _____

Account sign-in email _____

Customer number _____

Call-in PIN _____

Domain names _____

Reviewed on _____

Update your call-in PIN at pin.saastech.net or in My Account after signing in.

Never share your account password or call-in PIN with someone helping manage your services. Each helper should create their own SaaSTech Servers account and receive only the delegated permissions they need. Review purchase/payment and account-security permissions carefully.

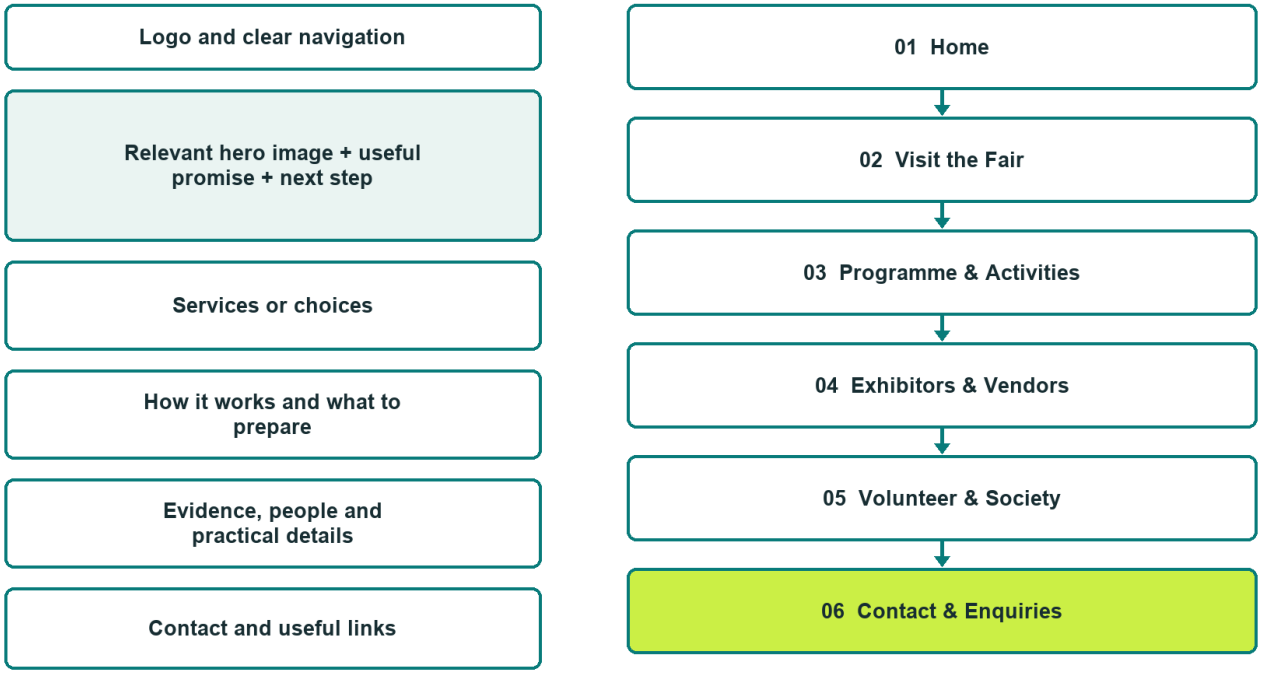
For official support, give the call-in PIN only during a call you initiated through verified Contact Us. Never share passwords, sign-in verification codes or recovery codes.

Do not record passwords, verification/recovery codes, security answers or payment details here. Keep this card safe and cut or tear it out before sharing the workbook.

Use a secure password manager for passwords and recovery information.

Exhibitions, Fairs & Agricultural Societies Website workbook

A practical workshop for a 6-page website. Study the example, plan the content and draft your own version in Word or on paper.



Plan → Draft → Build → Test

Demo-capture edition: actual Website Builder desktop previews and excerpts of the example wording. See each matching mobile preview in the industry page gallery. The example business and its AI-generated photographs are fictional.

Explore Website Builder and compare plans

Before you build

Your business supplies the facts. Prairie Gathering Exhibition Society is a fictional teaching example, not a live service.



- ☐ Plan a visit or enquire about participating
- ☐ Verified business identity and current contact information
- ☐ Clear request and confirmation process
- ☐ Choose original photographs and confirm permission to use them.
- ☐ Keep private customer records out of public website forms.

Your audience and the action you want them to take

Facts to verify and people who must approve them

Create your SaaSTech Servers account

01 Home

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

A community gathering, clearly planned.

Explore a prairie fair. Fictional workshop demo—no confirmed dates, ticket sales or registrations.

Visitors can start with arrival questions and programme information. Exhibitors and vendors can prepare a participation enquiry, while prospective volunteers can explore the coordination process. Confirm arrangements directly with a real organizer before travelling or applying.

Prairie Gathering is a fictional Saskatchewan exhibition society created for SaaSTech Servers workshops. Its illustrative photographs and sample wording do not describe a scheduled event or verified facilities.

Suggested button: Plan your fair visit

Website advice

Separate visitor schedules and access information from exhibitor, vendor and volunteer enquiries. Keep dated event information controlled and clearly identify the current edition.

Your draft: Home

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

02 Visit the Fair

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Plan your visit with confidence

Before travelling, confirm the event date, opening times, admission arrangements and arrival route with the organizer. Ask about parking, accessible entrances, washrooms, seating and any needs specific to your group.

Prairie Gathering is a fictional workshop example. No fair dates, ticket prices or facilities are confirmed here; the visitor image is illustrative.

Suggested button: Explore the programme guide

Website advice

Make the current edition, dates, admission, parking and visitor facilities easy to find. Never recycle last year's details without review.

Your draft: Visit the Fair

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

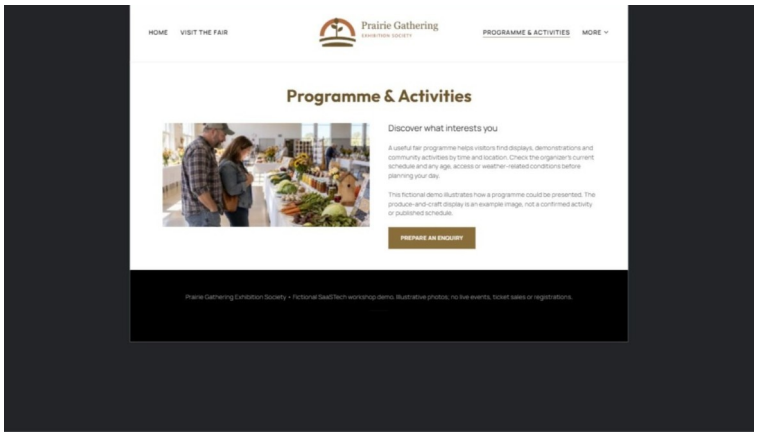
Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

03 Programme & Activities

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Discover what interests you

A useful fair programme helps visitors find displays, demonstrations and community activities by time and location. Check the organizer's current schedule and any age, access or weather-related conditions before planning your day.

This fictional demo illustrates how a programme could be presented. The produce-and-craft display is an example image, not a confirmed activity or published schedule.

Suggested button: Prepare an enquiry

Website advice

Group verified activities into a readable schedule. Distinguish published times from draft programme ideas.

Your draft: Programme & Activities

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

04 Exhibitors & Vendors

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Bring your idea to the fair

Prepare a short description of what you would like to exhibit or sell. Include your preferred space, setup needs, electrical requirements and any questions about access or event fit. Ask the organizer for the current application process and requirements before making commitments.

An enquiry is not an accepted application or a reserved booth. This fictional example does not collect applications, payments or private documents; its vendor photo is illustrative.

Suggested button: Prepare a participation enquiry

Website advice

Explain the enquiry and application process, required information and approval steps. Publish only approved deadlines and terms.

Your draft: Exhibitors & Vendors

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

05 Volunteer & Society

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Help a community gathering happen

Share the skills, interests and available time you would like to contribute. A volunteer coordinator should explain the role, orientation, supervision and any participation requirements before a shift is assigned. Ask how members support planning throughout the year.

This fictional society does not recruit or schedule volunteers. The team photograph and role ideas are illustrative; do not send identification or sensitive screening information through an ordinary website enquiry.

Suggested button: Prepare a volunteer enquiry

Website advice

Introduce the society and roles available, with verified contacts and approved volunteer arrangements. Keep sensitive volunteer records private.

Your draft: Volunteer & Society

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

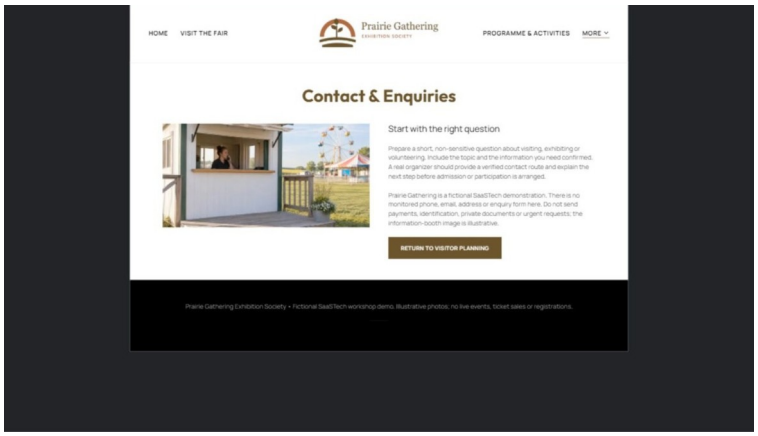
Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

06 Contact & Enquiries

Give this page one clear job in the customer journey.



Actual desktop preview - unpublished fictional demonstration

Demo wording excerpt to adapt and verify

Start with the right question

Prepare a short, non-sensitive question about visiting, exhibiting or volunteering. Include the topic and the information you need confirmed. A real organizer should provide a verified contact route and explain the next step before admission or participation is arranged.

Prairie Gathering is a fictional SaaSTech Servers demonstration. There is no monitored phone, email, address or enquiry form here. Do not send payments, identification, private documents or urgent requests; the information-booth image is illustrative.

Suggested button: Return to visitor planning

Website advice

Give the verified address, hours and correct contact path. Collect only the minimum information needed for a first response; make confirmation requirements clear.

Your draft: Contact & Enquiries

Write in the voice of your own business. Use facts you can verify, not promises copied from the example.

Headline and short introduction

Main content and details visitors need

Button wording and destination

Photo choice, permission and facts still to confirm

Partner check: can someone unfamiliar with the business find a useful next step?

Test before publishing

Review the whole journey on a desktop and phone. The industry page pairs each desktop capture with its mobile preview and provides the complete sample page copy.

- □ Fictional event example only. Have the organizer verify schedules, entry rules, fees, accessibility and permissions before accepting registrations or publishing event claims.
- □ Verify contact routes, hours, location and every offered service.
- □ Remove invented prices, claims, testimonials and availability.
- □ Keep sensitive records and payment details out of ordinary public forms.
- □ Check all image permissions, downloads and page links on a phone.
- □ Check every link, form destination, download and confirmation message.
- □ Check logo contrast, hero framing, text sizes and image loading.
- □ Save a named backup and assign a content-review date.

Changes to finish and person responsible

Approval and next review date

Website Builder plans and signup