



EXHIBITOR SUCCESS KIT SOCIAL MEDIA

NOVEMBER 1 AND 2, 2021
GREATER COLUMBUS CONVENTION CENTER

Congratulations! You're exhibiting at the 2021 Mid-America Restaurant Expo & Conference

There's no better place to promote your presence at this incredible industry event than on social media.

FULL NAME OF TRADESHOW:

Mid-America Restaurant Expo & Conference

SHORTENED VERSION:

The Expo

WEBSITE:

midamericarestaurantexpo.com

OFFICIAL TRADESHOW HASHTAG:

#MAREXPO

TRADESHOW CHANNELS TO "FOLLOW" AND TAG*:

-  Mid-America Restaurant Expo Facebook
-  Mid-America Restaurant Expo Twitter
-  Mid-America Restaurant Expo LinkedIn
-  Mid-America Restaurant Expo Instagram

Tagging The Expo channels, as well as the location of the show (Greater Columbus Convention Center) will give you more visibility with followers and potential followers.

CREATIVE CONTENT

Use pictures, videos and show your brand personality. Content doesn't have to be overproduced or even expensive. Customers want to see what you're up to and what you offer in an authentic and genuine way. You can capture great content using only your smartphone!

FREQUENCY

- As soon as you know: Announce on your channels that you'll be exhibiting at The Expo, share the show dates, booth number and tag our channels.
- Post once every few weeks about your process and development of your booth ... or what current and/or new products and services you offer.
- A month out from the show, start posting multiple times a week to start building excitement and gaining attention. Create games, have giveaways and contests for customers and prospects.
- The week leading up to the show, post one-to-three times a day, especially as you're loading in and getting ready to kick-off your The Expo experience.
- Your time at The Expo can get very busy, so be sure to designate someone at the show to post for you during your stay. Take pictures of your booth, video your demos, capture customer engagement and post onto your Instagram and Facebook story.
- After The Expo is over, don't forget to continue posting about your experience, what you learned and how you can't wait for the following year.