



Exhibitor Marketing Toolkit

SAMPLE ONLY

SOCIAL MEDIA POSTS

Adjust this copy as needed, and add it to blog posts, newsletters, social media posts (Facebook and Twitter), and in any other ways you may use to communicate with your customers:

SAMPLE BLOG POST

GEAR UP this January with more than 64,000 professionals from the shooting sports, hunting and law enforcement industries coming together for the 2017 SHOT Show[®]. Gain access to the products, the suppliers, the connections and the know-how to strengthen your business. Join us at booth # [INSERT BOOTH NUMBER], and view our [INSERT YOUR FEATURED PRODUCT OR SERVICE].

Apply today at shotshow.org. We look forward to seeing you at the 2017 SHOT Show!

SAMPLE TWEETS & FACEBOOK POSTS

(NOTE: For Twitter tweets, use hashtag #SHOTShow)

- Find out all about [INSERT NAME OF YOUR PRODUCT OR SERVICE] at #SHOTShow.
- Just confirmed our booth XXXX at #SHOTShow. See you in #Vegas this January 17-20! shotshow.org.
- It's time to GEAR UP, and we are so there #SHOTShow. Expecting more than 64,000 professionals. Join us!
- Looking forward to #SHOTShow. Come say hello at booth [INSERT BOOTH#].
- Firearms, outdoor, cutlery, optics, law enforcement, tactical equipment – and us! See you at #SHOTShow this January. Booth XXXXX.
- Come see our [new product launch info], booth XXXX, at #SHOTShow: shotshow.org
- Catch the discussions about [INSERT PRODUCT/SERVICE NAME] at our seminar during #SHOTShow.

EMAIL SIGNATURE LINE *(add this message to your outgoing email signature line):*

Come see us at the 2017 SHOT Show on January 17-20, in Las Vegas, Nevada. Register today at shotshow.org. We'll be in booth #XXXX.