



Exhibitor Marketing Toolkit  
**SAMPLE ONLY**  
**SOCIAL MEDIA POSTS**

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

**SAMPLE BLOG POSTS**

January is going to be FULLY LOADED, with more than 60,000 professionals from the shooting sports, hunting and law enforcement industries coming together for the 2020 SHOT Show<sup>®</sup>. 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 2020 SHOT Show!

**SAMPLE TWEETS & FACEBOOK POSTS**

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

- Just confirmed our booth XXXXX at #SHOTShow. See you in #Vegas this January 21–24! SHOTShow.org.
- This year #SHOTShow is FULLY LOADED, and we're expecting more than 60,000 professionals. Join us!
- Who's going to the 2020 #SHOTShow? We're exhibiting, let's meet up! Booth XXXXX.
- Need [KEY SOLUTION YOUR PRODUCT OR SERVICE OFFERS]? Stop by #SHOTShow booth XXXXX to see how we can help!
- It's always great to put a face to a name, stop by and see us at booth XXXXX! #SHOTShow
- Firearms, outdoor, cutlery, optics, law enforcement, tactical equipment — and us! See you at this year's FULLY LOADED #SHOTShow in January. Booth XXXXX.
- Come see our [INSERT PRODUCT/SERVICE NAME], booth XXXX at #SHOTShow: SHOTShow.org
- Catch the discussions about [INSERT PRODUCT/SERVICE NAME] at our FULLY LOADED seminar during #SHOTShow.
- About to start our last demo for [INSERT PRODUCT/SERVICE NAME] at #SHOTShow. Come see us at booth XXXXX

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

Come see us at the 2020 SHOT Show on January 21–24 in Las Vegas, Nevada. Register today at SHOTShow.org. We'll be in booth #XXXX.