



## OFFICIAL 2022 EXHIBITOR Social Media Toolkit and Promotional Guidelines

Questions?  
Contact Kelly Scott  
571-814-4949

[KellyS@mpeshows.com](mailto:KellyS@mpeshows.com)

Thank you for being part of the 2022 Greater Cincinnati Holiday Market!

Please follow these guidelines to help you get the most out of your event experience, and to ensure that our communications about the show are seamless and effective.

### PROMOTIONS CHECKLIST

#### **Feature the show on your website**

Display an approved image or the Holiday Market logo (provided) on the homepage of your brand's website and link it to the appropriate show website ([cincinnatiholidaymarket.com](http://cincinnatiholidaymarket.com)) accompanying language such as "We are proud to be an exhibitor at the 2022 Greater Cincinnati Holiday Market. Buy your tickets now!"

#### **Like the show on Facebook**

Like the show's official Facebook page from both your personal account AND as your brand's Facebook page. ([instructions here](#))

#### **Post to Facebook**

Upload an approved show promotional image (provided) inviting your fans to purchase tickets and attend the show. Link to the appropriate Cincinnati Holiday Market website ([cincinnatiholidaymarket.com](http://cincinnatiholidaymarket.com)) in all posts. (samples below)

#### **Add the OFFICIAL Facebook event to your page**

DO NOT create your own Facebook event for the Holiday Market. Instead, ADD the [official Cincinnati Holiday Market event](#) to your brand's Facebook page, which will automatically add it to your company's list of Facebook events. ([instructions here](#))

#### **Share the official Facebook event**

Share the [official Cincinnati Holiday Market Facebook event](#) on your brand's Facebook page with your own commentary about how excited you are to be a part of this show!

#### **Follow the show on Instagram**

Follow the show on [Instagram](#) from both your personal and your brand's accounts, mentioning and sharing the show's posts on these platforms.

**Email your customers:** Email and encourage your customers to buy tickets and visit you at the show. You may include this as a sidebar in a scheduled newsletter or email.

**Email your staff:** Invite your staff to support the show with their attendance as well.



## OFFICIAL 2022 EXHIBITOR Social Media Toolkit and Promotional Guidelines

Questions?  
Contact Kelly Scott  
571-814-4949

[KellyS@mpeshows.com](mailto:KellyS@mpeshows.com)

### SOCIAL MEDIA GUIDELINES

#### 1. POST OFTEN

Post often on Facebook, Instagram or whatever social media platforms you use to let your customers know they can find you at the show! Include a call-to-action for them to “join you at the show” or “buy tickets now” with a link to the appropriate show website ([cincinnatiholidaymarket.com](http://cincinnatiholidaymarket.com)) or direct ticketing link (<https://cincinnatiholidaymarket.mpetickets.com/>)

#### 2. TAG APPROPRIATELY

When you create a new post about the show on Facebook, **always** tag the official Holiday Market page by typing @ and then the show name (**CincyHolidayMarket**). This will not only help us build momentum for the show but will also give your brand extra clout and help YOU build your social following!

#### 3. PROMOTE SHOW EXCLUSIVES

Do you have any show specials, or new products you’ll be introducing or demoing at the show? Be sure to update your exhibitor listing via the link we’ve sent you to include those details. Customers love being in the know and getting exclusive deals. You can share your unique Virtual Storefront exhibitor listing link in social posts and tag us **@CincyHolidayMarket**.

### SAMPLE POSTS

Copy and customize any of these posts and utilize them on your brand’s social accounts to promote your participation in the show. Remember to add your booth number and be sure to retype **@CincyHolidayMarket** to ensure you tag the official show appropriately.

#### General:

- Come see us at the **@CincyHolidayMarket** November 11-13 at the Duke Energy Convention Center for your 2022 shopping adventure! Don’t miss out. Buy your tickets now at [cincinnatiholidaymarket.com](http://cincinnatiholidaymarket.com)
- Make your plans now to come check out our new and in-demand gifts and goodies at the **@CincyHolidayMarket** November 11-13 at the Duke Energy Convention Center. Tickets available now at [cincinnatiholidaymarket.com](http://cincinnatiholidaymarket.com)



**OFFICIAL 2022 EXHIBITOR  
Social Media Toolkit and Promotional  
Guidelines**

Questions?  
Contact Kelly Scott  
571-814-4949

[KellyS@mpeshows.com](mailto:KellyS@mpeshows.com)

- Ready to shop til you drop? So are we! Let's meet at the **@CincyHolidayMarket** November 11-13 at the Duke Energy Convention Center. Make plans to join us and get your tickets now: [cincinnatiholidaymarket.com](http://cincinnatiholidaymarket.com)

**Close to the event:**

- We're so pumped to be a part of the **@CincyHolidayMarket** coming up November 11-13 at the Duke Energy Convention Center! Get your tickets online: [cincinnatiholidaymarket.com](http://cincinnatiholidaymarket.com)
- The **@CincyHolidayMarket** is only (*INSERT # OF DAYS*) days away! Who's excited?! (*insert raised hand emoji*)  
Get your tickets now: [cincinnatiholidaymarket.com](http://cincinnatiholidaymarket.com)

**During the show:**

- We're beaming with holiday cheer in here! Come check out our specials and discounts available exclusively here at the show. Get all of your holiday shopping done this weekend at the **@CincyHolidayMarket!!** Tickets are still available at the door or online → [cincinnatiholidaymarket.com](http://cincinnatiholidaymarket.com)