



Dear Exhibitor!

Thank you for being a part of the 2022 PA Christmas + Gift Show!

We've put together a social media toolkit for you. Please follow these guidelines to help you get the most out of your show experience, and to ensure that our communications about the are seamless and effective.

PROMOTIONS CHECKLIST

- **Feature the show on your website.** Let people know where to find you! Display an approved image or the PA Christmas Show Logo (provided) on your website and link it to the show website (PAChristmasShow.com). Use language such as "We are proud to be an exhibitor at the 2022 PA Christmas + Gift Show. Buy your tickets now and visit us at the show".
- **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 buy show tickets and visit you at the show. Link to the PA Christmas + Gift Show website (PAChristmasShow.com) in your post. (samples below).
- **Add the OFFICIAL Facebook event to your page.** Do NOT create your own Facebook event for the PA Christmas + Gift Show. Instead, ADD the [official PA Christmas + Gift Show event](#) to your brand's Facebook page, which will automatically add it to your company's list of Facebook events. ([instructions here](#))
- **Follow the show on Instagram.** Follow the [show Instagram](#) from both your personal and your brand's accounts. Mention and share the show's posts on your Instagram events letting followers know that you'll be there.
- **Tag the show in your Instagram accounts.** If you're posting about the show or posting pictures of new products that will be at your booth, tag @PAChristmasShow and we'll share the posts to build excitement leading up to the show.

- **Email your customers.** Email and encourage your customers to visit you at the show. Tell them to use promo code “MERRY” for \$1 off tickets. ([web buttons provided](#))

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 “visit you at the show” or “buy tickets now” with a link to [PAChrismasShow.com](#). or direct to the \$1 off discount: <https://pachristmasshow.mpetickets.com/?disc=MERRY> .
2. **TAG APPROPRIATELY** – When you create a new post about the show on Facebook, always tag the show by typing @ and then show name – i.e. @PAChrismasShow. This will not only help us build momentum for the show but will also give your brand extra clout and help YOU build your following! We will share when we can!
3. **PROMOTE SHOW DEALS**- 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 to 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 at @PAChrismasShow.

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 @PAChrismasShow to tag us. We also have created photos for you to use in your posts – [image 1](#) and [image 2](#). Download them and use them in your posts!

General:

- Visit (Company Name) at the @PAChrismasShow Nov 30- Dec 4 at the PA Farm Show Complex. Don’t miss out on the shopping event of the season! As our follower, you save \$1 on your tickets now by using promo code MERRY on [pachristmasshow.com](#).
- Make your plans now to come check our new and in-demand gifts and goods for the holiday season at the @PAChrismasShow, Nov 30-Dec4 at the PA Farm Show Complex. Save \$1 on your tickets now by using promo code MERRY on [pachristmasshow.com](#).
- Ready to shop til you drop? So are we! Let’s meet at the @PAChrismasShow Nov 30 – Dec 4 at the PA Farm Show Complex. Plan ahead and save \$1 by using promo code MERRY on [PAChrismasShow.com](#).

Close to the event:

- We’re so excited to be a part of the @PAChrismasShow coming up Nov 30 – Dec 4 at the PA Farm Show Complex. Don’t miss out! Save \$1 by using promo code MERRY on [PAChrismasShow.com](#).
- The @PAChrismasShow is only (INSERT # OF DAYS) days away! Who’s excited?!? (insert raised hand emoji)
Get your tickets now and save \$1: Use promo code MERRY on PAChrismasShow.com

During the Show:

- We're beaming with holiday cheer in here! Come check us out at the PA Farm Show Complex until Sunday, December 4. Get all of your holiday shopping down this weekend at the @PAChrisTmasShow! Tickets are still available at PAChrisTmasShow.com.

Contact me if you have questions or would like help with anything!

Warmly,

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Show Manager

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