



## SAMPLE SOCIAL MEDIA POSTS

We created these social media posts to make it a little easier for you to build your brand, showcase your equipment, and drive traffic to your booth at InPrint USA 2017. Customize them by inserting your specific booth number, promotional offer, or the technology/ solution you are showcasing within the [brackets].

### Invite Customers to See You at InPrint USA 2017

Will we see you at InPrint USA? Call to set up an appointment to see our new digital print solutions. [phone number, email address to contact you]

Join us at #InPrintUSA and see what's new in industrial print solutions. [your contact info or www.inprintshow.com/usa]

We're headed to #InPrintUSA in Orlando, April 25-27<sup>th</sup>. Join us? [your contact info or www.inprintshow.com/usa]

Mark your calendars! We will be showcasing our latest [product, equipment or service] at #InPrintUSA April 25-27<sup>th</sup> in Orlando. We hope to see you there! www.inprintshow.com/usa

Be the first to see new technological advances in industrial digital print. Come find out in our booth at #InPrintUSA. Register today to save \$30. www.inprintshow.com/usa

### *Offer to buy their registration pass:*

Please be our VIP guest at #InPrintUSA. See a demo of our equipment, learn some troubleshooting tips, and engage with fellow converting professionals. Call us at [xxx] for your complimentary registration passes.

### Showcase your latest technology, solution, or equipment

We'll be showing you how our latest [x] equipment will save you time and boost your bottom line at #InPrintUSA. Don't miss it. [www.ice-x-usa.com](http://www.ice-x-usa.com)

Come see our new [PRODUCT LAUNCH INFO], in booth [xxx], at #INPRINTUSA

641 West Lake Street, Suite 405, Chicago, IL 60661, USA  
Telephone: 312-809-9260  
Fax: 312-868-0069

Does your firm need [solution you provide]? Come see a demo of our latest equipment at #InPrintUSA.

Catch the discussions about [how your solution helps your client] at #InPrintUSA, the Industrial Print Show. See us in booth [xxx].

Don't leave #InPrintUSA without seeing how we can help you [with xxx]. We're in Booth [xxx] until the end of the day.

Want to learn how to improve [operations, the bottomline, or speed to market]? Stop by Booth [xxx] at #InPrintUSA to find out. We're happy to answer questions.

Stop by Booth [xxx] for a demonstration of [x] at #InPrintUSA.

### **Drive Traffic to your Booth** (prior to and during the show)

We're giving away [X] at #InPrintUSA. Stop by Booth # [X] to grab yours.

Today at [time] don't miss our demonstration of the new [equipment name] on the #InPrintUSA show floor.

Tonight's networking event starts in an hour. Meet us in booth Booth # [X] first so we can walk in together.

It's a great day of networking and professional development in Orlando at #InPrintUSA. Stop by our booth # [X] to meet our team and see how [solution] will change your business.

The first 20 people who walk into our booth # [X] at #InPrintUSA will get a [promo item]. Come see us now.

### *Take a photo of your people standing in your booth*

Photo caption: We're waiting to meet you at booth # [X] at #InPrintUSA. Come see how we can help you do [x].

### *Share a photo of your booth*

When you see this booth at #InPrintUSA, stop and come in for a demonstration of how our print technology helps you [benefit].