



## SOCIAL MEDIA TOOLKIT

### TIPS AND BEST PRACTICES

#### INVITE YOUR CUSTOMERS TO XPONENTIAL

Share code **EXHOFFXPO20** to invite customers and encourage them to visit your virtual booth. Learn more [here](#).

#### SURPRISE YOUR AUDIENCE.

Sharing teasers online will create interest, which you can then use as a springboard to talk about the new and exciting things you'll be unveiling/showcasing at XPONENTIAL.

**PRO TIP:** Whenever possible, include a picture or video. To help, we've created images to share on Social Media in our [Exhibitor Toolkit](#).

#### WHAT'S HAPPENING.

Are you unveiling a new product at XPONENTIAL? Do you have demonstrations scheduled? Will you have contests or raffles? Let your audience know why they NEED to visit your virtual booth.

#### SHARE THE LATEST NEWS.

Follow the XPONENTIAL social media channels and share interesting content, articles and event updates to keep your audience up-to-date and engaged (use **#XPO20**).

**Facebook:** [facebook.com/AUVSI-316376653645/](https://facebook.com/AUVSI-316376653645/)

**Twitter:** [@AUVSIshow](https://twitter.com/AUVSIshow) [@AUVSI](https://twitter.com/AUVSIshow) [twitter.com/AUVSIshow](https://twitter.com/AUVSIshow)

**LinkedIn:** [linkedin.com/company/AUVSI/](https://linkedin.com/company/AUVSI/)

**Instagram:** [instagram.com/AUVSI/](https://instagram.com/AUVSI/)

Need to shorten your links? Visit [bitly.com](https://bitly.com) to shorten the link and see the metrics for each link.



## SAMPLE POSTS

Use these sample posts to help promote your presence at XPONENTIAL 2020. Be sure to customize the messaging with your company's information – and feel free to put your own creative spin on them!

### FACEBOOK:

*Note: In order to tag XPONENTIAL (@AUVSI) in posts, you must follow our page. Also, simply copying and pasting these posts will not tag AUVSI on Facebook. Facebook requires manual tag entry, so you will need to type in @AUVSI in order to tag the association in your post.*

- > See our latest [TECHNOLOGY, PRODUCT OR SERVICE] that we're unveiling at @AUVSI XPONENTIAL 2020, October 5–8, online at XPONENTIAL.org. Register for #XPO20 today and visit our virtual booth. Use code EXHOFFXPO20 to save! [bit.ly/XPO20EXHIB](http://bit.ly/XPO20EXHIB)
- > Join us at @AUVSI XPONENTIAL 2020 where you'll learn more about our latest [PRODUCT/SERVICE]. Register for #XPO20 and visit our virtual booth. Use code EXHOFFXPO20 to save on registration. [bit.ly/XPO20EXHIB](http://bit.ly/XPO20EXHIB)
- > We're looking forward to #XPO20! Be sure to visit our virtual booth where we will [INSERT WHAT YOU ARE GIVING AWAY/SHOWCASING AT YOUR BOOTH]. Register today and use code EXHOFFXPO20 to save! [bit.ly/XPO20EXHIB](http://bit.ly/XPO20EXHIB)
- > We're revealing [TECHNOLOGY, PRODUCT OR SERVICE] at #XPO20. Register today and visit us in our virtual booth for an interactive preview. Use code EXHOFFXPO20 to save! [bit.ly/XPO20EXHIB](http://bit.ly/XPO20EXHIB)

---

### TWITTER:

- > Visit our virtual booth at @AUVSIshow to see our latest [INSERT PRODUCT/TECHNOLOGY]. Register today for #XPO20! Use code EXHOFFXPO20 to save on registration. [bit.ly/XPO20EXHIB](http://bit.ly/XPO20EXHIB)
- > Join us at XPONENTIAL 2020, a fully virtual event, and experience our [INSERT PRODUCT/TECHNOLOGY]! Register today and use code EXHOFFXPO20 to save! [bit.ly/XPO20EXHIB](http://bit.ly/XPO20EXHIB)  
#XPO20
- > We'll be showcasing our [INSERT PRODUCT/TECHNOLOGY] at XPONENTIAL, a fully virtual experience October 5–8! Register today and use code EXHOFFXPO20 to save!



[bit.ly/XPO20EXHIB](https://bit.ly/XPO20EXHIB) #XPO20

- > See our latest [\[INSERT PRODUCT\]](#) during #XPO20 virtual experience, Oct 5-8! Register today and use code EXHOFFXPO20 to save! [bit.ly/XPO20EXHIB](https://bit.ly/XPO20EXHIB) #XPO20

**LINKEDIN MESSAGE:**

Customize this template letter to each desired or prospective customer that you'd like to meet with at XPONENTIAL 2020 and send it via LinkedIn InMail.

Hi [\[NAME\]](#),

My name is [\[INSERT NAME\]](#) and I'm the [\[POSITION/TITLE\]](#) at [\[COMPANY NAME\]](#). Since you are a leader in the unmanned and autonomous systems industry, I want to ensure you have XPONENTIAL 2020, a fully virtual experience, on your calendar.

[\[COMPANY NAME\]](#) will be participating in the virtual experience and showcasing [\[PRODUCT/TECHNOLOGY\]](#). [\[INCLUDE BRIEF BULLETS ON WHY THIS IS NEW/INTERESTING/DIFFERENT\]](#)

- [Unique attribute 1](#)
- [Unique attribute 2](#)
- [Unique attribute 3](#)

The event takes place online, October 5–8, and full details are available at [XPONENTIAL.org](https://XPONENTIAL.org). I'd like to invite you as my guest to see our capabilities directly and within the context of the latest innovations across the unmanned industry.

Use this link [bit.ly/XPO20EXHIB](https://bit.ly/XPO20EXHIB) to register and use code EXHOFFXPO20 to save.

Let's also set up a time to connect screen-to-screen during the event. I look forward to speaking to you!

Regards,  
[\[NAME\]](#)  
[\[COMPANY NAME\]](#)  
[\[EMAIL\]](#)  
[\[PHONE\]](#)