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# BEST PRACTICES

2019 EXPO OCTOBER 13-16 NASHVILLE, TN

**COMPRESSED AIR / VACUUM / COOLING**

CABPEXPO.COM

## Exhibitor Sample Social Media Posts

This is suggested copy for Best Practices EXPO 2019 exhibitors to customize and post on their social media platforms. We recommend posting at least once per week beginning in August.

### Sample Posts for Facebook:

We're exhibiting at @CABPEXPO in Nashville. Register today and join us! <https://www.cabpexpo.com>

Don't miss [COMPANY NAME] at @CABPEXPO starting Oct. 14 in Nashville. Get FREE exhibit hall admission. <https://www.cabpexpo.com>

We're looking forward to exhibiting at @CABPEXPO in Nashville in October. Come see us at <booth #> where we'll be <unveiling/showcasing product/service>. <https://www.cabpexpo.com>

We're excited to offer <product special, promotion, etc.> at Best Practices EXPO 2019. Find us at <booth #>. <https://www.cabpexpo.com>

**Please note:** simply copying and pasting these posts will not tag Best Practices EXPO on Facebook. Facebook requires manual tag entry, so you will need to type in @CABPEXPO in order to tag the event in your post.

### Sample Posts for Twitter:

We're exhibiting at @CABPEXPO – visit us at <booth #>! <https://www.cabpexpo.com> #cabpexpo #compressedair #energyefficiency #sustainability #bestpracticesexpo

Will we see you at @CABPEXPO this October in Nashville? We'll be exhibiting — check us out at <booth #>! <https://www.cabpexpo.com> #cabpexpo

<Unveiling/showcasing product/service> at @CABPEXPO in Nashville — stop by and say hi! <https://www.cabpexpo.com> #cabpexpo #energyefficiency #bestpracticesexpo

Don't miss [COMPANY NAME] at @CABPEXPO starting Oct. 14 in Nashville. Get FREE exhibit hall admission. <https://www.cabpexpo.com> #cabpexpo #energyefficiency #bestpracticesexpo

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## LinkedIn:

Customize this template letter to each current or prospective customer that you'd like to meet with at Best Practices EXPO and send it via LinkedIn in-mail.

If your company has a company LinkedIn page, announce that you will be exhibiting and share this link for FREE EXPO registration [www.cabpexpo.com/registration](http://www.cabpexpo.com/registration)

Hi [NAME],

My name is [INSERT NAME] and I'm the [POSITION/TITLE] at [COMPANY NAME]. As a [INSERT APPROPRIATE TITLE] who wants improve quality, safety, production, reliability and energy efficiency, I'd like to make sure you have Best Practices EXPO 2019 on your calendar.

[COMPANY NAME] will be exhibiting at Booth #[XX]and showcasing [PRODUCT/TECHNOLOGY].

[INCLUDE BRIEF BULLETS ON WHY THIS IS NEW/INTERESTING/DIFFERENT]

- Unique attribute 1
- Unique attribute 2
- Unique attribute 3

The Best Practices EXPO is held at the Nashville Music City Center in Nashville, Tennessee on October 14-16 and I'd like to invite you to attend the EXPO as my guest.

Visit [www.cabpexpo.com/registration](http://www.cabpexpo.com/registration) to attend the EXPO for FREE!

Let's also set up a time to meet while we're at the show. I look forward to speaking to you!

Regards,

[NAME]

[COMPANY NAME]

[EMAIL]

[PHONE]