

2016 Global Sustainability Summit Exhibitor Social Media Toolkit

We are looking forward to having you exhibit at the [TPA Global Sustainability Summit](#). To help you share you exhibit with a larger audience, we have some helpful tools for you to use social media during the event.

As an exhibitor at the Global Sustainability Summit, we welcome you to join the conversation on social media both before and during the event. We've provided some resources and best practices to help. No matter your current activity level on social media, we encourage you to give some or all of these ideas a try! We are here to assist you in anyway and to amplify your good work.

1) Connect with FMI and GMA: *Before you attend, be sure you're following us on social media and receiving our information. Here's how:*

- Follow [@FMI_ORG](#) and [@GroceryMakers](#) on Twitter
- Like [FMI](#) and [GMA](#) on Facebook
- Connect with [FMI](#) and [GMA](#) on LinkedIn
- Use the hashtag **#FMIGMASummit** in your posts

Once you have connected with us, help us connect with you. Be sure to share your social media handle with your event contact so we can follow you back and help promote your Global Sustainability Summit related posts.

2) Promote Your Booth at the Global Sustainability Summit: *Leading up to the event, work your network and share insights into your presentation. It's a best practice to share on social media that you will be exhibiting, but also be sure to connect to the content at the event. Here are some sample social media posts with yellow highlights you can customize. You can shorten links using a free resource called [Bitly](#).*

We're exhibiting at #FMIGMASummit on #Sustainability booth **NUMBER** & can't wait to hear about **RELATED TOPIC**. **RT or LIKE** if you'll be there!

PROVIDE A STAT OR RESEARCH FINDING Learn more at our Booth **NUMBER** #FMIGMASummit

I'll be taking part in #FMIGMASummit & exhibiting on **RELATED TOPIC** Join me! Booth **NUMBER**

Heading to #NOLA for #FMIGMASummit and exhibiting. Excited to connect with folks about **RELATED TOPIC** at Booth **NUMBER**

Include an image in your post by copying, saving and attaching this one:

August 10-12, 2016
New Orleans Marriott
New Orleans, LA

Global Sustainability Summit



4) Provide Attendees Your Details: *Be sure to include both your Twitter handle and the event hashtag #FMIGMASummit on signage in your booth. A simple table top sign with social media information can go a long way to encouraging people to share visuals of your exhibit.*

5) Share on Social During the Summit: *There are a couple of best practices for sharing your exhibit content and resources during the summit.*

Host a Contest at Your Exhibit

Holding a contest at your exhibit is a great way to get people to visit your booth and promote content. Maybe it's a question you ask at your booth and the person who tweets the right answer wins a prize. Or perhaps you do a drawing of prizes for those who share about your exhibit on social media at a specified time. Get creative with contest offerings and remember to stress using the summit hashtag #FMIGMASummit.

Get Visual

Sharing images of your booth is a great way to showcase the activity happening. Get creative with your photos with interesting angles, close ups of displays and photo filters. Also snap shots of crowds at your booth. The more interesting your social media photos, the more foot traffic you'll see! Don't forget the hashtag #FMIGMASummit!

Show Others Love

If people are posting on social media about your exhibit, be sure to thank them on social media or respond to any of their questions and comments. Also, be sure to share highlights from sessions you attend or the overall event using the hashtag #FMIGMASummit.

We hope this toolkit has some valuable tips and resource for you to use social media during the TPA Global Sustainability Summit. We look forward to having you as part of the summit. Thank you!