



**E+SD** Energy & Store  
Development  
Conference

October 2-4, 2023  
Hilton Baltimore Inner Harbor  
Baltimore

## 2023 Social Media Toolkit

Leading up to the 2023 FMI Energy & Store Development Conference (E+SD) we invite you to share your excitement and anticipation for the event on social media. Here are some resources to assist. Images can be found further below.

### **FMI Social Media Channels:**

LinkedIn: [FMI—The Food Industry Association](#)

Twitter: [@FMI\\_ORG](#)

Instagram: [@FMI\\_ORG](#)

**Hashtag:** #FMIEnergySD

### **Sharable Links:**

E+SD website homepage:

<https://www.fmi.org/energy-and-store-development-conference>

E+SD registration page:

<https://www.fmi.org/energy-and-store-development-conference/registration>

Please follow and tag us in your posts so we can share them with our followers.

### **Suggested Copy (LinkedIn):**

**#1:** As consumer trends and economic conditions continue to fluctuate, what is the outlook for grocery stores in 2023 and beyond?

Review immediate business concerns and other industry-critical questions at the FMI Energy & Store Development Conference October 2-4 in Baltimore, hosted by [@FMI—](#)



[The Food Industry Association](#). I am proud to be representing [\[insert company name or handle here\]](#) and to take part in valuable exchanges with peers, experts and business partners.

REGISTER: <https://www.fmi.org/energy-and-store-development-conference/registration>

#FMIEnergySD #FoodIndustry #StoreDevelopment #FoodRetail

**#2:** To be a leader in the food industry, you need to monitor the latest trends in energy, refrigeration, sustainability and store design and adapt your business strategy to new challenges. That's why I'm excited to represent [\[insert company name or handle here\]](#) at the 2023 FMI Energy & Store Development Conference October 2-4 in Baltimore, hosted by [@FMI – The Food Industry Association](#).

Benefit from sessions delivering innovative approaches to business concerns and connect with peers and trading partners.

REGISTER: <https://www.fmi.org/energy-and-store-development-conference/registration>

#FMIEnergySD #FoodIndustry #StoreDevelopment #FoodRetail

### **Suggested Copy (Twitter):**

**#1:** Is your grocery store meeting current trends in energy, refrigeration, sustainability and store design?

Find out at the 2023 FMI Energy & Store Development Conference October 2-4 in Baltimore, hosted by [@FMI ORG](#).

REGISTER: <https://www.fmi.org/energy-and-store-development-conference/registration>

#FMIEnergySD #FoodIndustry #StoreDevelopment #FoodRetail

**#2:** I'm proud to be representing [\[insert company name or handle here\]](#) at the 2023 FMI Energy & Store Development Conference October 2-4 in Baltimore hosted by [@FMI ORG](#).



Join me at the only event covering food retail energy, refrigeration, sustainability and store design.

REGISTER: <https://www.fmi.org/energy-and-store-development-conference/registration>

#FMIEnergySD #FoodIndustry #StoreDevelopment #FoodRetail

### **Images:**

We welcome you to use the following images with your posts.

E+SD logo image:

[https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-2021-revised-logo-1.png?sfvrsn=af01619e\\_1](https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-2021-revised-logo-1.png?sfvrsn=af01619e_1)

E+SD general image (orange):

[https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-badge-orange.png?sfvrsn=b3c0a644\\_1](https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-badge-orange.png?sfvrsn=b3c0a644_1)

E+SD general image (grey):

[https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-badge.png?sfvrsn=da192685\\_1](https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-badge.png?sfvrsn=da192685_1)

I'm Speaking image:

[https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-im-speaking.png?sfvrsn=336dca75\\_1](https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-im-speaking.png?sfvrsn=336dca75_1)

I'm Attending image:

[https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-im-attending.png?sfvrsn=90ebcaa6\\_1](https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-im-attending.png?sfvrsn=90ebcaa6_1)

I'm Speaking image (grey):

[https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-speaking-small.png?sfvrsn=905e69c5\\_1](https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-speaking-small.png?sfvrsn=905e69c5_1)

I'm Attending image (grey):

[https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-attending-small.png?sfvrsn=672cd227\\_1](https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-attending-small.png?sfvrsn=672cd227_1)



Proud Sponsor of image:

[https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-2022-800x120-proud-sponsor.png?sfvrsn=fed6dd31\\_1](https://www.fmi.org/images/default-source/events-images/2023-e-sd/esd-2022-800x120-proud-sponsor.png?sfvrsn=fed6dd31_1)