



## Sample Social Media Posts for ICE USA Exhibitors

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 ICE 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 ICE USA 2017

Will we see you at ICE USA? Call us to set up an appointment to see our new converting equipment live. [phone number, email address to contact you]

Working side-by-side with more than 350 exhibitors on the ICE USA show floor. Come visit us at booth [xxx], at #ICEUSA. [www.ice-x-usa.com](http://www.ice-x-usa.com)

Join us at #ICEUSA and see what's new in converting. [your contact info or [www.ice-x-usa.com](http://www.ice-x-usa.com)]

We're headed to #ICEUSA in Orlando, April 25-27<sup>th</sup>. Join us? [your contact info or [www.ice-x-usa.com](http://www.ice-x-usa.com)]

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

What are the new technological advances in the converting industry? Come find out in our booth at #ICEUSA. Register today to save \$30. <http://www.ice-x-usa.com/visitors/registration/>

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

Please be our VIP guest at #ICEUSA. 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 #ICEUSA. 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 #ICEUSA

Does your firm need [solution you provide]? Come see a demo of our latest equipment at #ICEUSA. Catch the discussions about [how your solution helps your client] at #ICEUSA, the International Converting Exhibition. See us in booth [xxx].

Don't leave #ICEUSA 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 #ICEUSA to find out. We're happy to answer questions.

See it in action before you buy! Stop by Booth [xxx] for a demonstration of [x].

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

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

Today at [time] don't miss our demonstration of the new [equipment name] on the #ICEUSA 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 #ICEUSA. 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 #ICEUSA 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 #ICEUSA. Come see how we can help you do [x].

*Share a photo of your booth*

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