



2019 Exhibitor Social Media Kit and Exhibitor Tips

Leverage social media and video to amplify your exposure before the conference even begins!

We encourage you to plan a series of social media posts to announce your presence as an exhibitor at the 2019 HR Indiana Conference. Follow HR Indiana SHRM and the HR Indiana Conference on [Facebook](#), [Twitter](#) and [LinkedIn](#) and please use the hashtag **#HRIndiana** in your posts.

Here are some sample posts for Twitter, Facebook, and LinkedIn if you need some inspiration. Also, remember that posts with images perform better than text-only posts. With that in mind, we encourage you to include the conference logo in your post or your own image that represents your organization's attendance at past HR Indiana Conferences. You'll find the 2019 logo in [this shared social media kit folder](#).

Twitter

Ready for the 2019 HR Indiana Conference on Aug. 12 - 14? We're excited to be an exhibitor this year and hope to see you there! <https://indianashrm.org/conference/>
[@hrindianashrm](#) #HRIndiana

We're exhibiting at the 2019 HR Indiana Conference! Register today and plan to come visit our booth - event runs Aug. 12 - 14: <https://indianashrm.org/conference/>
#HRIndiana @hrindianashrm

Hey @hrindianashrm, we're excited to exhibit at the 2019 HR Indiana Conference on Aug. 12 - 14! We'll see you for your silver anniversary - congrats on 25 years!
#HRIndiana <https://indianashrm.org/conference/>

Have you heard? The 25th Annual HR Indiana Conference is Aug 12 - 14, 2019 and we have a booth in the exhibit hall! Register today and stop by and see us.
<https://indianashrm.org/conference/> @hrindianashrm #HRIndiana

Facebook & LinkedIn

We're excited to be an exhibitor for the 25th Annual HR Indiana Conference, one of the largest regional human resources conferences in the US! This event offers three days of amazing speakers and educational sessions, networking opportunities and exposure to the latest HR products and services. August 12 - 14, 2019:
<https://indianashrm.org/conference/> #HRIndiana

We hope to see you in the exhibit hall at the 2019 HR Indiana Conference, one of the largest regional human resources conferences in the United States! #HRIndiana → Register here and visit our booth. Event runs Aug. 12 - 14:
<https://indianashrm.org/conference/>

We are thrilled to have an exhibit hall booth at the 25th Annual HR Indiana Conference! [Mention yourself/your company name here] have/has been at this event in the past and look forward to sharing information about our products/services with attendees. Event runs Aug. 12 - 14, 2019 and you can register here: <https://indianashrm.org/conference/>
#HRIndiana

Use video to boost awareness

We highly encourage you to shoot a brief, informal video to preview how you are involved with this year's conference. Grab your smartphone to shoot the video and engage with HR Indiana State Conference attendees in a manner that commands attention...and builds anticipation for your exhibit hall booth!

Video goal:

Create an informal and/or fun video introducing yourself and your products/services to the attendees and distribute it via your social media channels. Be sure and tag #HRIndiana and we'll repost, retweet and/or reshare your message to our social media audience to increase the exposure for your message.

Video tips:

- Choose a well-lit location that is free from distracting background noise
- Keep your video between 30 to 90 seconds
- Make sure your camera/smartphone is still while shooting the video
- Keep it relaxed...[here's an example of one such video by popular speaker, Jon Petz](#).
- Video footage ideas:
 - A personal message to attendees introducing yourself and encouraging them to attend the conference and visit your booth
 - You running to the JW Marriott for the conference.
 - A quick list about your top X favorite things about the HR Indiana Conference
 - A personal message about who will benefit most from visiting your booth

Exhibit hall tips

While the conference exhibit team has been busy at work generating amazing ideas to drive traffic to and around the exhibit hall, those efforts are only a *portion* of the potential success of your booth. We encourage *you and your team* to follow these tips to maximize your booth exposure and generate more interest in your exhibit hall presence.

1. **Be welcoming!** Smile and greet attendees going down your aisle. Avoid being on your smartphone...especially while sitting down behind your booth table. If you look distracted or busy, attendees will avoid bothering you.
2. **Bring more than one person to your booth** so that if one of you is helping an attendee, another can greet other people passing by.
3. **Participate in the conference theme of the glitzy 25th Silver Anniversary** and embrace an item, attitude or idea that is representative of this theme. If you look like you're having fun with the theme at the conference, attendees may vote for your booth and stop by to see what all the fuss is about.

4. **Stand in front of the table** rather than behind it during high traffic times within the exhibit hall. It makes you more approachable...and Hoosiers are known for their hospitality.
5. **Utilize the social media kit** to promote your booth presence in advance of the start of the conference. Continue to post during the conference, too. If social media isn't your forte, assign someone in your marketing department to schedule social media posts in advance. Make sure to use the conference hashtag #HRIndiana.
6. **Consider offering a door prize or game** to attract attendees to your booth. Additional floor traffic to your booth can help create an atmosphere of interest in your products/services and may attract even more interest to your booth from people walking by your area.

