

2016 Asset Protection Conference Exhibitor Social Media Toolkit

We are looking forward to having you exhibit at the [2016 Asset Protection Conference](#). To help you share your exhibit with a larger audience, we have some helpful tools for you to use social media during the event.

As an exhibitor at the Asset Protection Conference, 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: *Before you attend, be sure you're following us on social media and receiving our information. Here's how:*

- Follow [@FMI_ORG](#) on Twitter
- Like [FMI](#) on Facebook
- Connect with [FMI](#) on LinkedIn
- Use the hashtag [#FMIAsset2016](#) 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 Asset Protection Conference related posts.

2) Promote Your Booth at the Asset Protection Conference: *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 #FMIAsset2016 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** #FMIAsset2016

I'll be taking part in #FMIAsset2016 & exhibiting on **RELATED TOPIC** Join me! Booth **NUMBER**

Heading to #Tucson for #FMIAsset2016 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:



4) Provide Attendees Your Details: Be sure to include both your Twitter handle and the event hashtag #FMIAsset2016 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 Conference: There are a couple of best practices for sharing your exhibit content and resources during the conference.

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 conference hashtag #FMIAsset2016.

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 #FMIAsset2016!

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 #FMIAsset2016.

We hope this toolkit has some valuable tips and resource for you to use social media during the 2016 Asset Protection Conference. We look forward to having you as part of the conference. Thank you!