

8 - 9 June 2015
Washington, D.C.
www.exhibitionsday.org



Supporting Organizations
CEIR DMAI EDPA ESCA
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Digital Toolkit and Guidelines

In 2014, the Exhibitions Mean Business campaign launched **Exhibitions Day**, an extension of the campaign's efforts that were focused squarely on bringing members of the industry from around North America together to engage, as a single and cohesive voice, with U.S. Congressional leaders. On June 9, 2015, we will once again make our industry's presence known on Capitol Hill and meet with members of the United States Congress to discuss the topics that matter most to you.

Digital Guidelines

A digital toolkit is readily available at www.exhibitionsmeanbusiness.org. Feel free to utilize the information to engage with attendees and stakeholders leading up to and during Exhibitions Day. This toolkit includes:

- Exhibitions Day Logo and Banner for your website
- Exhibitions Day profile pictures, cover photos and twitter banners for social media
- Template press release for customization
- Talking points for use in event communication
- Sample tweets containing our hashtag for use leading up to and during the event
- A directory of Twitter handles to follow during the event

Social Media Guidelines

Here's how you can participate on social media:

Twitter: @ExhibitsMeanBiz

- Follow us on Twitter, @ExhibitsMeanBiz, to receive info and live tweets during Exhibitions Day.
- Change your profile picture and Twitter banner to the Exhibitions Day logos
- Use our official Twitter handle, @ExhibitsMeanBiz, when mentioning Exhibitions Day in your tweets leading up to and during the event.
- Include the hashtag #ExhibitionsDay and participate in the conversation with others.
- Send tweets to your U.S. Congressional representative encouraging them to promote the issues we will be advocating. For a list of Twitter handles for all members of U.S. Congress please visit here: [U.S. Senate Members](#) and [U.S. House of Representatives Members](#)
- Favorite and Retweet any relevant Exhibitions Day or industry information to stir the conversations surrounding exhibitions and events.

Facebook: Exhibitions Mean Business

- "Like" us on Facebook to get updates and see photos from Exhibitions Day.
- Change your profile picture and cover photo to the Exhibitions Day logos.
- Make updates to your status that show your support for Exhibitions Day and the industry as a whole.
- Include the hashtag #ExhibitionsDay in related posts.
- Share photos from your latest exhibition or event to show your support for the industry as a whole.

LinkedIn: Exhibitions Mean Business

- Like or comment on posts related to Exhibitions Day – they will be shared on your LinkedIn feed.

Have your own blog? Write about Exhibitions Day!

- If you're attending Exhibitions Day, we encourage you to share your experience in blog posts.

Other Options

- Visit www.ExhibitionsMeanBusiness.org and share blog posts via your own social media accounts

Sample Social Media Posts

NOTE: For Facebook: @ExhibitionsMeanBusiness. For Twitter: @ExhibitsMeanBiz

Pre-Event Posts for those attending:

- We are proud attendees of the 2nd annual @ExhibitsMeanBiz #ExhibitionsDay! Find out more here: www.ExhibitionsMeanBusiness.org
- What do #exhibitions mean to you? For us they mean jobs, relationships, business and education. #ExhibitionsDay @ExhibitsMeanBiz
- Will you be at a @ExhibitsMeanBiz #ExhibitionsDay in June? We will! Learn how to get involved here: www.ExhibitionsMeanBusiness.org
- Can't wait for #ExhibitionsDay next week! For more info on how you can support @ExhibitsMeanBiz and the exhibitions industry, please visit: www.ExhibitionsMeanBusiness.org

Pre-Event Posts for those NOT attending

- Good luck to the #exhibitions industry on Capitol Hill tomorrow, make us proud! #ExhibitionsDay www.ExhibitionsMeanBusiness.org
- Are you attending #ExhibitionsDay this week? Share your pictures using #ExhibitionsDay and don't forget to tag @ExhibitsMeanBiz
- Good luck to all of my peers attending #ExhibitionsDay on Capitol Hill! I'm honored to be a part of such a dynamic and powerful industry! @ExhibitsMeanBiz
- Exhibitions Mean Business! I encourage everyone to follow along with @ExhibitsMeanBiz during #ExhibitionsDay as they speak to our leaders about the importance of our industry.

During Exhibitions Day

- Proud of those representing the exhibitions day on Capitol Hill today! #ExhibitionsDay @ExhibitsMeanBiz
- Good luck to all of those attending #ExhibitionsDay today! For more info on the value of exhibitions and events, please visit: www.ExhibitionsMeanBusiness.org
- #Exhibitions pros are descending on Capitol Hill today for this year's #ExhibitionsDay! Check out @ExhibitsMeanBiz for updates!
- #ExhibitionsDay is finally here! Don't forget to use #ExhibitionsDay for a RT from @ExhibitsMeanBiz
- Excited to be taking part in #ExhibitionsDay and promoting our industry! www.ExhibitionsMeanBusiness.org
- Happy to be taking part in #ExhibitionsDay and supporting the JOLT Act (H.R.1401)!
- Check out what #ExhibitionsDay is all about by following @ExhibitsMeanBiz.
- There are more than 11,000 exhibitions conducted in the U.S. every year. #ExhibitionsDay @ExhibitsMeanBiz.
- In 2014 alone, B2B exhibitions and events had more than 68.9 MILLION attendees. #ExhibitionsDay @ExhibitsMeanBiz

- Exhibitions and events attract nearly 2.1 MILLION companies in the U.S. each year. #ExhibitionsDay
- Exhibitions and events support 1.8 MILLION jobs across the U.S. #ExhibitionsDay @ExhibitsMeanBiz.
- Attendees spend an estimated \$44.8 BILLION at U.S. exhibitions and events. #ExhibitionsDay @ExhibitsMeanBiz.
- Companies spend an estimated \$24.5 BILLION on events each year, supporting local economies nationwide. #ExhibitionsDay
- In 2014 alone, exhibitions and events contributed approximately \$71.3 BILLION to the US GDP. #ExhibitionsDay
- In the past 4 years the exhibition and events industry has seen 18 consecutive quarters of growth. #ExhibitionsDay.
- Meetings as a whole generate \$88 BILLION in federal, state and local taxes each year which funds and supports our communities. #ExhibitionsDay
- @[representative handle], #ExhibitionsMeanBusiness in [sender's state] – support for exhibitions is support for jobs and our economy #ExhibitionsDay

For Post-Exhibitions Day commentary, keep an eye on @ExhibitsMeanBiz and www.ExhibitionsMeanBusiness.org for information to retweet and highlights from the event that you can share on your social media channels.

