

# EXHIBITOR PROMOTION SOCIAL MEDIA TOOLKIT

Social media provides your business a unique opportunity to reach a broad audience and create a community around your brand. Explore casual and/or personalized approaches that are often underutilized in traditional marketing, such as links to topical articles, videos of new products, silly Internet memes, short updates – so long as it ties back to your brand and your presence at IBIE 2025, it's worth exploring.

[DOWNLOAD SOCIAL GRAPHICS](#)

## TIPS AND BEST PRACTICES



### SURPRISE YOUR AUDIENCE

- Tell your community something they don't know — or show them something they've never seen. Sharing teasers will create interest, which you can then use as a springboard to talk about the new and exciting things you'll be unveiling or showcasing onsite at IBIE.

**PRO TIP:** Use eye-catching imagery/video in posts to tell the story.

### SHARING IS CARING

- Share your unique exhibitor discount with customers and prospects. Invite them to meet you at the expo and include your 20% off discount code to lower their barrier for entry.

### FREE IS GOOD

- Give customers a freebie as incentive to visit your booth. It usually leads them to reciprocate — potentially leading to more business down the line.

#### EXHIBITOR DISCOUNT CODE DETAILS:

Exhibitor discount codes are valid from 3/6 - 9/17, 2025.

Your company's discount code is "EXH + [Your Booth #]". E.g., EXH1234

If you have more than one Booth #, use the smallest number.

# TIPS AND BEST PRACTICES

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## USE A VARIETY OF SOCIAL NETWORKS

- Utilize multiple social platforms: Instagram, Facebook, LinkedIn, X, etc. Find ten current and prospective customers that you want to meet at IBIE 2025 and send them a direct message. Invite them to receive a special giveaway when they visit your booth. Even if you're not connected with these potential customers, personalized outreach will start a dialogue ahead of the expo.

## WHAT'S HAPPENING

- Tell your audience about special events that will take place at your booth. Are you unveiling a new product? Do you have hands-on demonstrations scheduled? Will you have celebrity appearances, contests or raffles? Let your audience know why they NEED to visit your booth to participate.

## LEVERAGE EMPLOYEES AS BRAND ADVOCATES

- Whether it's retweeting a blog article, commenting on a FB post, or sharing a post on LinkedIn, each time an employee engages with your company content, your firm is exposed to their network, garnering new visibility and spreading the word to meet at IBIE.

## SHARE THE LATEST NEWS

- Follow the IBIE social media account, and share content, articles, and event updates to keep your audience up-to-date and engaged.

## DOWNLOAD THESE SOCIAL MEDIA GRAPHICS!

Choose between ready-to-post options or customizable graphics to add your company's logo, booth number, and discount code to each image.

**PRO-TIP:** Use [Canva.com](https://www.canva.com) to easily edit the customizable designs.



# SAMPLE POSTS



Here are some sample posts to promote your participation. Feel free to add your own creative spin! Be sure to customize the messaging with your company's info and include your discount link to extend 20% off registration to your customers. Log in to the [Exhibitor Resource Center \(ERC\)](#) to get your personalized link.

**SUGGESTION:** Include the hashtag #IBIE2025 in your social post copy in order to get visibility from people outside your network.

## FACEBOOK POSTS

- We're exhibiting at @BakingExpo in Las Vegas this September! See our latest [INSERT TECHNOLOGY / PRODUCT / TECHNIQUE] at Booth [XXXX].
- Attending @BakingExpo's #IBIE2025 show in September? Stop by our Booth [XXXX] and see why we're the best in [INSERT PRODUCT/SERVICE].
- Baking professionals and suppliers from around the world are reuniting at #IBIE2025. Don't miss out! Join us at Booth [XXXX]!
- Join us at booth [XXXX] for exclusive insight into what's next for [COMPANY NAME]! Save 20% off your registration with the code [\*EXHCODE\*].
- Meet us at #IBIE2025 this September! Be our guest and save 20% of your registration by using [COMPANY NAME]'s discount code [\*EXHCODE\*].

## X POSTS

- Visit our Booth [XXXX] at #IBIE2025 to see the latest in [INSERT PRODUCT / SERVICE] & get [include info on any giveaways visitors can expect to see at your booth].
- Join as we move the baking industry forward at #IBIE2025. Use our 20% off discount code [\*EXHCODE\*] and visit us at Booth [XXXX].
- Innovative things are happening at [company name]. Meet with us at #IBIE2025 to find out more! Save 20% off your registration with the discount code [\*EXHCODE\*].
- Proud to be exhibiting at #IBIE2025! See our newest [PRODUCTS] at Booth [XXXX]. Receive 20% off your registration by using the code [\*EXHCODE\*].
- Join us at booth [XXXX] for exclusive insight into what's next for [COMPANY NAME]!

**PRO TIP:** You only get 280 characters here. Need to shorten links? Visit [bitly.com](https://bitly.com).

# SAMPLE POSTS



## LINKEDIN POSTS

- Join us at #IBIE2025 from September 13-17 in Las Vegas for the largest, most comprehensive baking industry event in the Western Hemisphere. Save 20% on registration with the code [\*EXHCODE\*]. Learn more and register at [www.BakingExpo.com](http://www.BakingExpo.com)
- We're exhibiting at #IBIE2025 in Las Vegas on September 13-17! Stop by our Booth [XXXX] to see our latest [TECHNOLOGY, PRODUCT, TECHNIQUE]. Learn more and register at [www.BakingExpo.com](http://www.BakingExpo.com)
- What do you need to enhance your efficiency, sharpen your skills and elevate your career? Join us in Las Vegas from September 13-17. Register at [www.BakingExpo.com](http://www.BakingExpo.com) with the code [\*EXHCODE\*] to earn 20% off.
- We're exhibiting at #IBIE2025 in Las Vegas on September 13-17 Join us there to get an inside look at where our industry is headed, connect with colleagues and exchange ideas with top baking professionals from around the world. Learn more and register at [www.BakingExpo.com](http://www.BakingExpo.com)

**PRO TIP:** Tag the [IBIE LinkedIn Company Page](#) and join the conversation in our [Group](#).

## INSTAGRAM POSTS

- We're exhibiting at @BakingExpo in Las Vegas this September! See our latest [INSERT TECHNOLOGY / PRODUCT / TECHNIQUE] at Booth [XXXX]. Save 20% on your #IBIE2025 registration with the code [\*EXHCODE\*].
- Attending @BakingExpo's #IBIE2025 show in September? Stop by our Booth [XXXX] and see why we're the best in [INSERT PRODUCT/SERVICE].
- Baking professionals and suppliers from around the world are reuniting at #IBIE2025. Don't miss out! Join us at Booth [XXXX]!
- Join us at booth [XXXX] for exclusive insight into what's next for [COMPANY NAME]! Save 20% off your registration with the code [\*EXHCODE\*].
- Meet us at #IBIE2025 this September! Be our guest and save 20% of your registration by using [COMPANY NAME]'s discount code [\*EXHCODE\*].

**PRO TIP:** Utilize Instagram reels to make your content more engaging. Be sure to tag @BakingExpo and use the hashtag #IBIE2025 for a chance to be reposted by IBIE.