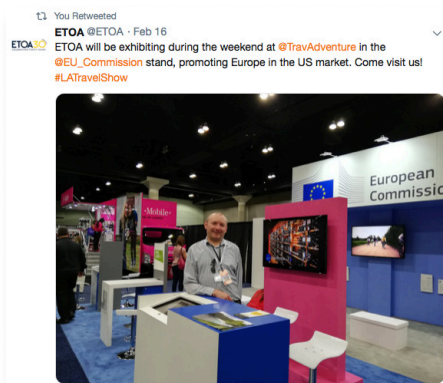
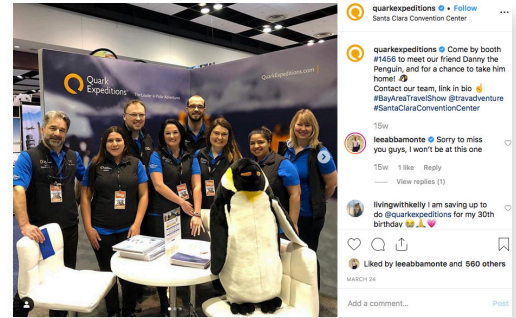


Social Media Success Tips

Looking to get the word out about your participation in the Travel & Adventure Show series? From Facebook to Twitter, Instagram and LinkedIn, social media is a great way to showcase your destination or product to a select group of people who are genuinely interested in what you're offering. Following these tips will help you expand your social reach across different outlets in order to capture the attention of your followers and drive them to the show to meet you face to face.

- 1 Focus on using social media tools to release cutting-edge information about your destination, tour, or product.
- 2 Set measurable goals for your social media strategy. Defining your audience or hitting a specific number of interactions or followers are examples of measurable goals that set the stage for the type of information you will be sharing!
- 3 Find relevant blogs. Bloggers are important because they usually have an audience that are a part of your target market. Bloggers also post information as they receive it, which can be very useful at the show itself.
- 4 Promote your TAS plans on your social media accounts at least 1 month in advance of your next show and continue to post in the lead up to the event.
- 5 Use the official show hashtags in your posts, which includes the current show city and "TravelShow." For example, the Dallas Travel & Adventure Show official hashtag would be #DallasTravelShow.



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- 6 Tease attendees to your booth. Promote a news release that you will reveal at the event or share new product pictures and post the TAS logo on your website along with your booth number.
- 7 Share sessions with speaker names and descriptions that your company will be involved in or sponsoring.
- 8 Recognize special events and activities as they are happening at your booth! Live tweets, live videos, and posting to your story are all ways to engage your audience and share what's happening at your booth!
- 9 Find fun ways to make your booth set up more engaging and photo friendly to encourage attendee photos and posts.
- 10 Take advantage of what TAS has to offer. From premium placement in the TAS pre-show campaign to Facebook fan photo contests, to inclusion in at-show promotion and live streaming, we make sure that you're exposed to the right people in each market to drive traffic to your booth and help you gather leads.

