



# Exhibitor Tool Kit

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## Quick Facts

### 2021 FRI Conference

#### DATES

July 28 - 30, 2021

#### LOCATION

Charlotte Convention Center  
501 S College St  
Charlotte, NC 28202



## Downloadable Graphics

Let everyone know you will be exhibiting at FRI. Add a graphic to your:

- ✓ Email signature block
- ✓ Social media channels
- ✓ Email outreach

Please download the attached graphics from the email sent over by FRI for your use.

Hyperlink images to [iafc.org/FRI](http://iafc.org/FRI) to provide your contacts with more information about the conference!



# Spread the Word on Social Media

Use social media posts to let your followers know you'll be exhibiting at FRI 2021 (#FRI2021) and to make sure they are excited to attend!

## PROMOTE YOUR BOOTH

**Start a discussion with an open-ended question on Facebook**

- What are your thoughts on \_\_\_\_\_ in regards to your department? Learn more about \_\_\_\_\_ at my booth at #FRI2021.

**Use lists (e.g., "5 tips to ...., 3 proven solutions to ....)**

- Stop by our booth to find out the top \_\_\_ ways to improve your \_\_\_\_\_. Come check us out at #FRI2021. See you there!

**Talk about your promotion to attract people to your booth**

- We are offering a free \_\_\_\_\_ at our booth! Stop by our booth and \_\_\_\_\_ at #FRI2021
- 1 out of 5 \_\_\_\_\_ are looking for \_\_\_\_\_. Check out the latest \_\_\_\_\_ in our booth at #FRI2021!

## PROMOTE YOUR FELLOW COLLEAGUES, TIME & PLACE

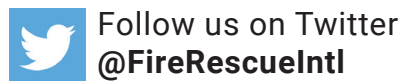
- Join me and my colleague \_\_\_\_\_ at #FRI2021.
- Bring your colleagues to my booth at #FRI2021 where we are exhibiting our latest \_\_\_\_\_ Join us and learn how to \_\_\_\_\_.

## SHARE LINKS TO FRI CONFERENCE WEBSITE

- Don't miss my session at the FRI 2021! Visit [iafc.org/FRI](http://iafc.org/FRI) to register.
- Visit [iafc.org/FRI](http://iafc.org/FRI) to learn more about my session at #FRI2021.

## CONNECT WITH FOLLOWERS ON FRI SOCIAL MEDIA

- Use the #FRI2021 hashtag to directly interact with professionals in the fire industry and all related communications.



# Quick Tips for Social Media Success

## Start your promotion early!

This will help build interest, leading to greater exposure for you by the time of the event. You don't need to post heavily early on, but it's great to kickstart the excitement

## Plan your social media presence at the event.

Who will be attending the event with you? Do you have support staff back at the office? How can they be involved in social media engagement? Involve the whole team if possible!

## One month out - step up your promotion

Start telling your audience that you are hoping to see them at the event and are looking forward to sharing insights with your peers.

## Make sure you use the official hashtag! #FRI2021

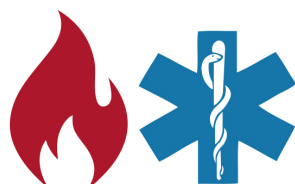
Each conference has its own special hashtag to make finding and re-sharing content easy for everyone. Using the hashtag will ensure attendees will see your posts and our social media team can more easily support your promotional efforts.

## Be human and have a conversation.

Use a natural voice in your posts – it should feel like the 'people on the ground' are speaking to the audience, not some corporate announcement. And make sure you reply to other posts when you can – remember, it is 'Social' media.

## Go multimedia.

Use pictures and video, especially while on-site. The more interesting you can make your posts – both content-wise and visually, the more effective with will be for you.



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