

Dear Exhibitors!

In response to your needs, we have created a brief guide on how to use social media effectively to promote your participation in TransLogistica Poland Trade Show. Social media is one of the best platforms for promotion. By being active and letting your audience know that you're participating in the event, there's a good chance they'll join you. After all, the goal is to have as many potential clients and partners visit your booth.

As organizers, we've decided to facilitate your social media promotion. Below are a few steps to help you plan your online activities:

1. **Exhibitor Portal – marketing materials for Social Media:** On the exhibitor portal, under the menu on the left, you'll find the "marketing materials" tab, which includes graphics for social media posts, ready-made email footers, and personalized background images. After downloading, your booth and hall numbers will automatically appear on the templates, making the graphics ready for publishing. You can also customize the email footer and background image to reach a broader audience.
2. **Hashtags in Social Media posts:** It's no secret that adding hashtags to social media posts increases their reach and makes it easier for users interested in the topic to find our post. Remember to add #translogisticapoland to every post. This will improve the visibility of your post and help us find your content, which we'll also promote.
3. **Engage with comments:** Social media platforms love comments. If you have an account on Facebook or LinkedIn, you've surely noticed the importance of adding comments. If you see our post, don't hesitate to comment! This way, people seeing the post might land on your profile.
4. **Follow our hashtag #translogisticapoland:** This way, our content will appear more frequently for you. We often tag our exhibitors and add their photos from the trade show, so it's better not to miss a post that might feature your company.
5. **Share your plans in posts:** If you've already decided to participate in the Trade Show, inform your audience about it. Plan 3 posts in which you'll share information about where your booth will be, who will represent your company, what novelties you've prepared for the trade show, and whatever else you'd like to share. It's best to do it this way:
  - 3 weeks to the trade show -> post
  - 2 weeks to the trade show -> post
  - 1 week to the trade show -> post with an invitation

Don't forget about updates during the trade show days! Share who your representatives met, what interesting things you heard in the presentations, and everything that matters to you.

Engagement in promoting your participation at the Trade Show using social media is key to success. Make full use of the available tools and follow our guidelines to make your presence at the Trade Show even more effective. We look forward to your activity, and together, we're building the success of TransLogistica Poland 2023 Trade Show!