

Think Outside the Booth

Booth events can help create “buzz” and draw traffic to your booth. Product demos, raffles, contests, giveaways, celebrity guests, book or poster signings, etc. are all staples of trade show marketing, and can effectively promote your brand at TCI EXPO.

But how do you get the word out about your great booth event? Try “thinking outside the booth,” and join the online conversation about TCI EXPO to achieve top-of-mind awareness for your marketing campaign. Go digital at TCI EXPO with the following:



EXHIBITOR LISTING

Your personalized exhibitor listing, found [HERE](#), can be used to promote your website, social media accounts, and other details such as booth events, giveaways or product promotions. Take a peek at your listing online and make sure it’s accurate. Want to make changes to your listing? Email mchen@tcia.org.

FACEBOOK

“Like” TCIA’s Facebook page (www.facebook.com/TreeCareIndustryAssociation) to see how we’re publicizing this year’s conference and trade show. Make sure to share details, photos or links about TCI EXPO on your own Facebook page – and don’t forget to tag us!

TWITTER

Follow TCIA on Twitter ([@VoiceofTreeCare](https://twitter.com/VoiceofTreeCare)) for up-to-the-minute news and information. Make sure to use the [#TCIEXPO2017](https://twitter.com/TCIEXPO2017) hashtag on your tweets, and check the hashtag often for the latest buzz from the trade show floor!

INSTAGRAM

TCIA can repost and boost your posts to our 4K plus followers when you hashtag [#experiencetciexpo](https://www.instagram.com/explore/tags/experiencetciexpo), [#tciexpo2017](https://www.instagram.com/explore/tags/tciexpo2017), [#tciexpoincolumbus](https://www.instagram.com/explore/tags/tciexpoincolumbus), before, during and after TCI EXPO. You can also promote your new product, booth event, or special promotion using the hashtag [#showcasetciexpo](https://www.instagram.com/explore/tags/showcasetciexpo). And don’t forget to follow [@TreeCareIndustry](https://www.instagram.com/TreeCareIndustry) to see what we’re up to at TCI EXPO!

Not familiar with digital media? Need help?

Email marketing@tcia.org for helpful tips and tricks, or to partner with us to promote your booth!