

Exhibitor 2023 Social Media Toolkit



SOCIAL MEDIA TOOLKIT

Thank you for your support and participation in MANTS 2023. We can't wait to see you in person for three great days of face-to-face business in Baltimore. We encourage you to promote your involvement in the show via your social channels.

Let your customers know they can connect with you in Baltimore from January 11-13, 2023, at MANTS. To help you spread the news about your efforts at MANTS 2023, we have provided various shareable visuals/social-ready images, videos, and suggested social posting copy below for your use.

MANTS 2023 SHAREABLE VISUALS

Below please find links to approved MANTS 2023 shareable visuals. We want to make this easy as you implement your social media campaigns and announce your participation at MANTS 2023. You can also share our posts and/or use your past show photos, videos, products, etc., to highlight your own experiences. Make sure to choose attention-grabbing photos.

[Facebook Images](#)

[Instagram Images](#)

[Twitter Images](#)

MANTS 2023 VIDEO

Video content is an extremely effective way to spread awareness about your company and attracts more followers and engagement. Therefore, we invite you to share our MANTS 2023 branded video with your audiences.

[Video](#)

MANTS 2023 SUGGESTED SOCIAL POSTING COPY

NOTE: If you are not following us already, please start today [@MANTSBaltimore](#) on [Twitter](#), [Facebook](#), and [Instagram](#) to keep up-to-date on show-related news.



Hashtags:

Please use **#MANTS2023** and **#MANTSBaltimore** when sharing your MANTS related messaging on Facebook to help amplify your messages. Attendees can also follow along with the hashtag to catch all show-related news.

Sample Posts:

1. We're proud to be exhibiting at [@MANTSBaltimore](#). Join us at the Masterpiece of Tradeshows for commerce and connections in Baltimore, MD, from January 11-13, 2023. Register today at [MANTS.com](#) to connect with us (in Booth XXX) and order your inventory for the coming year.
#MANTS2023 #MANTSBaltimore
2. We can't wait to kick off the new year at [@MANTSBaltimore](#) and invite you to join us from January 11-13, 2023, at the [@BaltimoreConventionCenter](#). Early Bird registration rates are available through December 2nd. Register today at [MANTS.com](#).
#MANTS2023 #MANTSBaltimore
3. Let's connect at [@MANTSBaltimore](#) on January 11-13, 2023, in Baltimore, Maryland. (Insert Booth # and details on what you have planned – chats, Q&A's, presentations, show specials, etc.)
#MANTS2023 #MANTSBaltimore
4. Who's ready for [@MANTSBaltimore](#)? Join us in Baltimore, MD, from January 11-13, 2023, for networking, business connections, and the latest green industry products. [MANTS.com](#)
#MANTS2023 #MANTSBaltimore
5. **MANTS** is one of the largest private trade shows serving the horticulture industry. It is the premier green industry marketplace for finding plants, nursery stock, landscape and garden items, heavy and light duty equipment, tools, outdoor living essentials, and other allied industry products. Join us [@MANTSBaltimore](#) from January 11-13, 2023, in Baltimore. [MANTS.com](#) #MANTS2023 #MANTSBaltimore



We recommend including a link for attendee registration in your bio. The link for attendee registration is:

<https://xpressreg.net/register/mant0123/landing.asp?sc=&aban=&hkey=&iq=&vip=&tm=>.

There are free resources like <https://linktr.ee/> that provide the opportunity to include multiple links in your bio. This allows you to include the MANTS registration link while not replacing your site information. The link can easily be removed post-event.

Hashtag Library:

Please use **#MANTS2023 #MANTSBaltimore** to help us discover and share your content. In addition to the MANTS hashtags, including more can help with discoverability and engagement. A few of our top suggestions include:

**#horticulture #gardening #gardenlife #plants #indoorplants #outdoorplants
#plantsmakepeoplehappy #flowers #plantsofinstagram #gardener
#greenindustry #greenspace #greenthumb #landscaping #landscapedesign
#organic #agriculturelife #horticulturelife #gardensofinstagram
#gardeninspiration #urbanjungle #masterpieceoftradeshows
#MANTSmeansbusiness #outdoorliving #hardscape #hardscaping #equipment**

Sample Posts:

1. We're proud to be exhibiting at [@MANTSBaltimore](#). Join us at the Masterpiece of Tradeshows for face-to-face and business-to-business connections in Baltimore from January 11-13, 2023. Register today via the link in our Bio to connect with us (in Booth XXX) to order your inventory for the coming year.

**#MANTS2023 #MANTSBaltimore #horticulture #greenindustry #greenspace
#landscaping #gardening #plantsmakepeoplehappy #urbanjungle
#indoorplants #outdoorplants #gardenlife #landscapedesign #plants
#masterpieceoftradeshows #letsconnect**

2. We can't wait to kick off the new year at [@MANTSBaltimore](#) and invite you to join us from January 11-13, 2023 at the [@BaltimoreConventionCenter](#). Early bird registration rates are available through December 2nd.

#MANTS2023 #MANTSBaltimore #horticulture #greenindustry #greenspace #landscaping #gardening #plantsmakepeoplehappy #urbanjungle #indoorplants #outdoorplants #gardenlife #landscapedesign #earlybird #registration #baltimoreconventioncenter

3. Let's connect [@MANTSBaltimore](#) January 11-13, 2023, at the [@BaltimoreConventionCenter](#). (Insert Booth # and details on what you have planned – chats, Q&A's, presentations, show specials, etc.)

#MANTS2023 #MANTSBaltimore #horticulture #greenindustry #greenspace #landscaping #gardening #plantsmakepeoplehappy #urbanjungle #indoorplants #outdoorplants #gardenlife #landscapedesign #letsconnect #baltimoreconventioncenter

4. Who's ready for [@MANTSBaltimore](#)? Join us in Baltimore, MD, from January 11-13, 2023, for networking, business connections, and the latest green industry products. [MANTS.com](#)

#MANTS2023 #MANTSBaltimore #horticulture #greenindustry #greenspace #landscaping #gardening #plantsmakepeoplehappy #urbanjungle #indoorplants #outdoorplants #gardenlife #landscapedesign #networking #businessconnections

5. Meet us in Baltimore January 11-13, 2023, for [@MANTSBaltimore](#). Sign up today via the link in our Bio above. Early bird registration is just \$20 for all three days and offers one-stop shopping for all your inventory and service needs.

#MANTS2023 #MANTSBaltimore #horticulture #greenindustry #greenspace #landscaping #gardening #plantsmakepeoplehappy #urbanjungle #indoorplants #outdoorplants #gardenlife #landscapedesign #registertoday #earlybird #onestopshop



Sample Posts:

1. We're proud to be exhibiting [@MANTSBaltimore](#) from January 11-13, 2023, and we invite you to join us at Booth XXX in Baltimore. Register today! [MANTS.com](#) #MANTS2023 #MANTSBaltimore
2. We can't wait to kick off the new year [@MANTSBaltimore](#) and invite you to join us at #MANTS2023. Register today! #MANTSBaltimore [MANTS.com](#)
3. Let's connect [@MANTSBaltimore](#) January 11-13, 2023, at the Baltimore Convention Center. (Insert Booth # and details on what you have planned – chats, Q&A's, presentations, show specials, etc.) #MANTS2023 #MANTSBaltimore [MANTS.com](#)
4. Meet us in Baltimore January 11-13, 2023 for [@MANTSBaltimore](#). Sign up today via the link in our Bio. Early bird registration is just \$20 for all three days and offers one-stop shopping for all your inventory and service needs. #MANTS2023

ADDITIONAL SOCIAL IDEAS: PRE, DURING, POST-SHOW

Facebook:

- Share a video/Reel from your team inviting attendees to join you at MANTS 2023 in Baltimore and preview what you are offering during the show.
- Create a MANTS 2023 event page and share your plans for the show dates with your customers. Chats, Q&A's, presentations, new products, show specials, etc.
- Share a "Welcome to MANTS 2023" video in your feed or Facebook Story to offer a personal welcome from your team and a quick overview of your show offerings.
- Include data and statistics about your company, products, or industry.
- Leverage company stories and updates. Stories can connect with followers on an emotional level.

Instagram:

- Share a video/Reel from your team inviting attendees to join you at MANTS 2023 in Baltimore and preview what you are offering during the show.
- Host an “Ask Me Anything” Q&A hour in your Instagram Stories or on IG TV so attendees can send questions that you answer in your story either through video or typed responses. Promote in advance via a static post in your feed and/or previews on your Instagram Story.
- Showcase new products and show specials via your Instagram story.
- Share a “Welcome to MANTS 2023” video in your feed or story to offer a personal welcome from your team and a quick overview of your show offerings.
- Share photos and videos of your team behind the scenes working to prepare for MANTS 2023.

Twitter:

- RT (Retweet) posts from @MANTSBaltimore with a comment to share your own MANTS 2023 related messages.
- Share a video/Reel from your team inviting attendees to join you at MANTS 2023 in Baltimore and preview what you’re offering during the show.
- Call attention to new products, show specials, incentives, and/or events/chats for registered attendees.
- Include data and statistics about your company, products, or industry.
- Leverage company stories and updates. Stories can connect with followers on an emotional level.

Tips For Videos on Social Media:

- Best to limit a video to :60 or less for static posts on Facebook, Instagram, Twitter, etc.
- Think about which platform you want to use for your videos – Instagram Stories are better shot vertically, but horizontal works best for LinkedIn, Facebook, etc.
- Interesting backgrounds add personality and interest to the video.
- Try to limit background noise or distractions.

- If you can shoot outside or facing a natural light source, you will look your very best! Any light coming from behind you will cause the screen to darken.

Tips For Reels on Social Media:

- Best to limit a video to :60 or less for static posts on Facebook, Instagram, Twitter, etc.
- Include trending music that fits the theme.
- Use industry/ social trends as inspiration when developing Reels.
- Drive traffic by encouraging viewers to head to your Link in Bio.
- Include 3-5 hashtags.