

MANTS[®] 2024

JANUARY 10-12 BALTIMORE CONVENTION CENTER

THE MASTERPIECE OF TRADE SHOWS™



Exhibitor Social Media Toolkit

As we gear up for MANTS 2024, we encourage you to promote your participation and take advantage of the opportunity to connect with industry leaders during the three-day event at the Baltimore Convention Center from January 10th to 12th, 2024. To help you spread the word, we have prepared shareable visuals, videos, and suggested social copy.

MANTS 2024 SHAREABLE VISUALS

Below are links to approved MANTS 2024 shareable visuals. Feel free to share our suggested posts or use your past show photos, videos, and products to highlight your unique experiences. Choose attention-grabbing images to stand out in your network.

Facebook Images: <https://www.dropbox.com/sh/dppacsqdczduon9/AABYZtjvjW-L3Tz0SvjC9Loqa?dl=0>

Instagram Images:

<https://www.dropbox.com/sh/kymnqvqjqe5d63e/AAABoW557kTgWifqjuoKxqjqa?dl=0>

X (Twitter) Images:

https://www.dropbox.com/sh/bj1b10sjfk5trbp/AABW9ZThNQI_tuGi12l-0qLva?dl=0

LinkedIn Images:

https://www.dropbox.com/sh/g5jonw2ov6maeh1/AABISswihUIPJOF99_uySUASa?dl=04

MANTS 2024 VIDEO

Video content is a powerful tool to create awareness and boost engagement. We invite you to share our MANTS 2024 branded video with your audiences, showcasing the excitement of the event.

Video: <https://www.youtube.com/watch?v=vdV2JZQpDT4>

MANTS 2024 SUGGESTED SOCIAL COPY

Below are a few sample posts you can use on different platforms. Remember to follow @MANTSBaltimore on [Facebook](#), and [Instagram](#) and Mid-Atlantic Nursery Trade Show on [LinkedIn](#) to stay updated on show-related news.



FACEBOOK

HASHTAGS: #MANTS2024 #MANTSBaltimore

SAMPLE POSTS

1. We're thrilled to exhibit at @MANTS Baltimore - The Masterpiece of Tradeshows for the horticulture industry! Join us at the Baltimore Convention Center from January 10th to 12th, 2024, and connect with us in Booth XXX. Register now at MANTS.com to explore new products and make meaningful business connections. #MANTS2024 #MANTS Baltimore <https://www.mants.com/registration/>
2. New year, new opportunities! Kick-off 2024 with us at @MANTS Baltimore from January 10th to 12th at the @BaltimoreConventionCenter. Early Bird registration rates are available until December 1st. Don't miss out on the green industry's premier event. Register today and tag a friend who needs the reminder.

#MANTS2024 #MANTS Baltimore <https://www.mants.com/registration/>
3. Save the date! Let's connect at @MANTS Baltimore, January 10th to 12th, 2024, in Baltimore, MD. Visit our Booth XXX and discover how our products can elevate your business. See you there! #MANTS2024 #MANTS Baltimore <https://www.mants.com/registration/>



INSTAGRAM

HASHTAGS: #MANTS2024 #MANTS Baltimore

In addition to the MANTS hashtags, including more can help with discoverability and engagement. A few of our top suggestions include:

#horticulture #gardening #plants #indoorplants #outdoorplants
#plantsmakepeoplehappy #flowers #gardener #greenindustry #greenspace
#greenthumb #landscaping #landscapedesign #organic #agriculturelife #horticulturelife
#masterpieceoftradeshows #MANTSmeansbusiness #letsconnect

We recommend including a link for attendee registration in your bio. The link for attendee registration is <https://www.mants.com/registration/>.

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.

SAMPLE POSTS

1. Join us at @MANTS Baltimore, the Masterpiece of Tradeshows. Register now via the link in our bio to connect with us in Booth XXX from January 10th to 12th, 2024. Let's make 2024 a year of growth and success together! #MANTS2024 #MANTS Baltimore

2. We can't wait to kick off the new year at @MANTSBaltimore from January 10th to 12th, 2024, at the @BaltimoreConventionCenter. Register today via the link in our bio for an exclusive early bird rate. Don't forget to tag a friend who could use this reminder. Let's thrive together in the green industry! #MANTS2024 #MANTSBaltimore #EarlyBird
3. Calling all horticulture enthusiasts! Let's connect at @MANTSBaltimore, January 10th to 12th, 2024. Join us in Booth XXX and discover the latest trends, innovations, and products in the green industry. See you there! #MANTS2024 #MANTSBaltimore #GreenIndustry



TWITTER or THREADS

HASHTAGS: #MANTS2024 #MANTSBaltimore

SAMPLE POSTS

1. We're excited to exhibit @MANTSBaltimore, January 10-12, 2024. Join us in Booth XXX at the Baltimore Convention Center for meaningful business connections. Register now at MANTS.com. #MANTS2024 #MANTSBaltimore
2. Gear up for an unforgettable experience at @MANTSBaltimore from January 10-12, 2024. Early Bird registration rates are available until December 1st. Don't miss out on the green industry's premier event! #MANTS2024 #MANTSBaltimore
3. Let's make 2024 a year of growth and success together! Join us at @MANTSBaltimore, January 10-12, 2024. Register now to secure your spot at the horticulture industry's Masterpiece of Tradeshow. #MANTS2024 #MANTSBaltimore

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LINKEDIN

HASHTAGS: #MANTS2024 #MANTSBaltimore

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ADDITIONAL SOCIAL IDEAS

In addition to the sample posts, here are some extra ideas to engage your audience:

- Host an "Ask Me Anything" Q&A hour on Instagram Stories.
- Share behind-the-scenes photos and videos of your team preparing for MANTS2024.
- Highlight new products, show specials, and incentives in your posts.
- Leverage company stories and updates to connect with your followers emotionally.

TIPS FOR SOCIAL MEDIA VIDEOS

- Keep videos short, preferably under 60 seconds.
- Choose interesting backgrounds and use natural light when possible.
- Include trending music or industry-relevant sound effects to enhance engagement.
- 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.
- Encourage viewers to visit your registration link in your bio for more information.

We can't wait to see you at MANTS 2024! Let's make it the best year yet for the horticulture industry.

Remember to use the provided hashtags and share your journey with us on social media. See you in Baltimore! #MANTS2024 #MANTSBaltimore #LetsConnect