

## Exhibitor Tip Sheet

The Brain Injury Association of Virginia and VCU Health value our conference exhibitors and the organizations they represent. We recognize the importance of your support. With that in mind, this tip sheet was designed to help us collaborate with our exhibitors to enhance everyone's experience!

### Social Media Tools

We encourage you to plan a series of social media posts to announce your presence as an exhibitor at the 2020 Heading Forward Conference. Follow BIAV on Twitter (@biavirginia), Instagram (@braininjuryassociationva), and Facebook and use the conference hashtag **#HeadingForward2020** in your posts to drive engagement. You'll also have access to a downloadable social media "Exhibitor" badge that you can use in your posts!

Here are some sample posts for Twitter, Instagram, and Facebook if you need some inspiration. Also, remember that posts with images perform better than text-only posts.

#### ***Twitter***

- Ready for the 2020 Heading Forward Conference on April 30 & May 1? We're excited to be an exhibitor this year and hope to see you there! <https://www.biav.net/heading-forward/> @biavirginia #HeadingForward2020
- We're exhibiting at the 2020 Heading Forward Conference hosted by the Brain Injury Association of Virginia and VCU Health! Register today and plan to come visit our booth – the event will take place on April 30 & May 1 in Richmond: <https://www.biav.net/heading-forward/> @biavirginia #HeadingForward2020
- Hey @biavirginia and @vcuhealth, we're excited to exhibit at the 2020 Heading Forward Conference on April 30 & May 1! We'll see you at the Westin Hotel in Richmond! <https://www.biav.net/heading-forward/> #HeadingForward2020
- Have you heard? The 2020 Heading Forward Conference is on April 30 & May 1 in Richmond and we have a booth in the exhibit hall! Register today and stop by to see us: <https://www.biav.net/heading-forward/> @biavirginia #HeadingForward2020

#### ***Instagram***

\*can make this a video, story with text, or feed post

- We hope to see you in the exhibit hall at the 2020 Heading Forward Conference, a premier opportunity for brain injury professionals in Virginia and beyond!  
#HeadingForward2020 → Register here and visit our booth on April 30 & May 1 in Richmond: <https://www.biav.net/heading-forward/>

### **Facebook**

- We're excited to be an exhibitor for the 2020 Heading Forward Conference, a premier opportunity for brain injury professionals in Virginia and beyond! This event is hosted by the Brain Injury Association of Virginia and VCU Health and offers two full days of amazing speakers, workshops, and networking opportunities. We hope to see you on April 30 & May 1 at the Westin Hotel in Richmond: <https://www.biav.net/heading-forward/>

### **Other tips and ideas:**

- Entice people to visit your table through things like a drawing, prize give away, or game. We are happy to announce winners during the event!
- Have plenty of business cards on hand!
- Goodies are a big hit!
- Talk with other exhibitors – this is not only a good networking opportunity for conference attendees, but also for exhibitors!