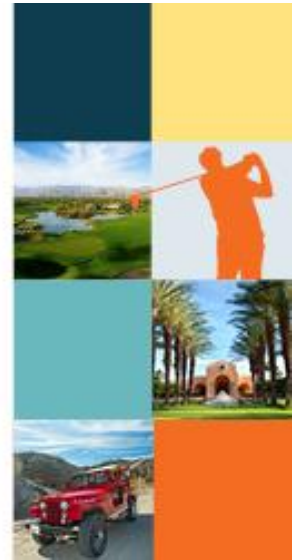




Charting the Course
**2018 | NADCA 29TH ANNUAL
MEETING & EXPOSITION**
MARCH 19-21, 2018 • THE WESTIN MISSION HILLS
GOLF RESORT & SPA • PALM SPRINGS, CALIFORNIA



Exhibitor Social Media Toolkit

Dear Exhibitor,

Within this toolkit, you will find examples of social media messages that you can adapt and share with your network to promote your involvement with NADCA's upcoming 29th Annual Meeting & Exposition.

NADCA Social Media Channels

Be sure you are connected with NADCA on the following social media channels:

- Facebook: www.facebook.com/NADCAHQ/
- Twitter: twitter.com/duct_cleaners
- LinkedIn: www.linkedin.com/groups/3101582

Important links to include in messaging:

- **NADCA Annual Meeting website:** annualmeeting.nadca.com
- **Registration:** annualmeeting.nadca.com/register
- **Exhibitor List:** annualmeeting.nadca.com/exhibitors
- **Program:** annualmeeting.nadca.com/program
- **Don't forget the official Annual Meeting & Exposition hashtag! #NADCA18**

Social Media Sample Messages

LinkedIn

Sample Post

- Title: Join us at the upcoming 29th Annual Meeting & Exposition!
- Body: [Insert company name] is looking forward to exhibiting at the NADCA 29th Annual Meeting & Exposition, March 19-21 at the Westin Mission Hills Golf Resort & Spa. This will be our [insert the number of times your company has exhibited at NADCA's event] year exhibiting at NADCA's Annual Meeting and we highly recommend it for anyone in the air duct cleaning field! The event offers a great opportunity for attendees to network with other professionals and to see the latest and greatest industry equipment, tools and technology. To learn more about the event and to register, visit annualmeeting.nadca.com.

Facebook

Sample Post

- We'll be exhibiting at the upcoming NADCA Annual Meeting & Exposition. The event is always a great opportunity for us to reconnect with old friends and meet new faces within the industry. Will you be there? Be sure to visit us at booth [insert booth number]
[Link to accompany post: <http://annualmeeting.nadca.com/attendees>]

Twitter

Sample Post

- #NADCA18 countdown is on! We'll be exhibiting, so be sure to stop by our booth! See list of all exhibitors at <http://bit.ly/2hwSGip> [Note: shorten links with bit.ly to make sure your tweets are under 140 characters!]

Sample Messaging for Email

Hello_____.

I hope this finds you doing well. [Insert a personal greeting or comment here, as appropriate]

As you may know, [insert company name] is [exhibiting at the/sponsoring the] NADCA 29th Annual Meeting & Exposition, being held March 19-21 at the Westin Mission Hills Golf Resort & Spa in Palm Springs.

This is the must-attend meeting for professionals involved in air duct cleaning and the inspection, cleaning, and restoration of HVAC systems. The event offers insight into industry and business best practices and is a great opportunity for attendees to network with other professionals and to see the latest and greatest industry equipment, tools and technology.

I'm looking forward to networking with attendees as well as other exhibitors and sponsors—will I see you there?

To learn more and to register for the event, visit <http://annualmeeting.nadca.com/>.

Best,

Sample Email Signature

Your name

Your Company



Join me in California! [Register](#) for the 29th Annual Meeting & Exposition by January 15th to take advantage of early bird rates!