

31ST ANNUAL MEETING & EXPOSITION
* 2020 *

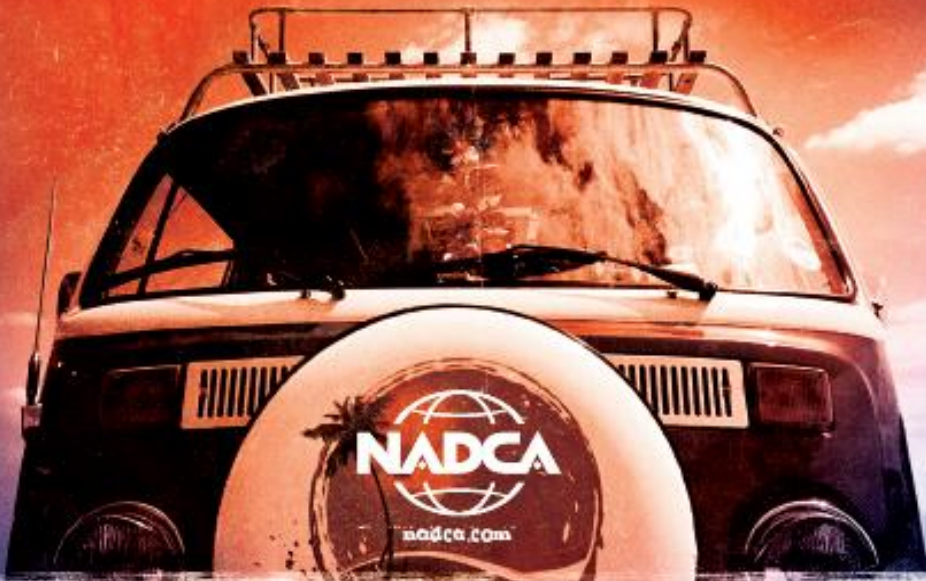
NADCA

LOEWS CORONADO BAY RESORT

Coronado, California

SAVE *the* DATE

MARCH 9-11, 2020



EXHIBITOR
& SPONSOR

Social Media Toolkit

Dear Exhibitors and Sponsors,

Within this toolkit, you will find examples of social media messages you can adapt and share with your network to promote your involvement with the upcoming NADCA 31st Annual Meeting & Exposition.

How to Use this Toolkit

1. View this deck in [Slide Show View](#) for easiest access to the hyperlinks. Click on the links to view the webpage where the content exists.
1. When you're ready to post, view this deck in [Normal View](#) to copy the text and images from these slides into your social media accounts and share!

We hope you find everything you need to create excitement about your involvement with
NADCA's 31st Annual Meeting & Exposition!



NADCA is active on the following social media channels



<https://www.facebook.com/NADCAHQ/>



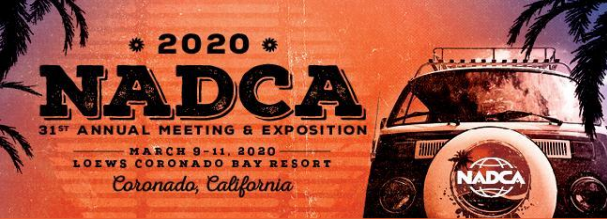
[twitter.com/Duct Cleaners](https://twitter.com/Duct_Cleaners)



<https://www.linkedin.com/groups/3101582/>

FOLLOW THESE CHANNELS

to get the latest updates and gather ideas for content you can post to your own channels (or share directly from us!)



Important Links



NADCA Annual Meeting website:
annualmeeting.nadca.com



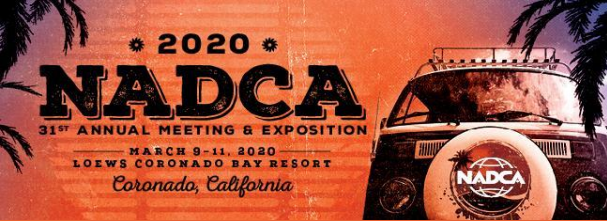
Registration:
annualmeeting.nadca.com/registration



Program:
annualmeeting.nadca.com/program



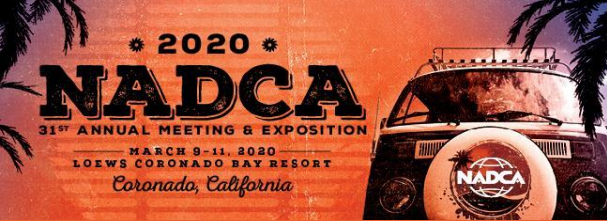
Exhibitor List:
annualmeeting.nadca.com/sponsors-exhibitors-list



Official Hashtag

**Don't forget to use NADCA's official
31st Annual Meeting & Exposition
hashtag!**

#NADCA2020



Facebook – Sample Post #1

Post text:

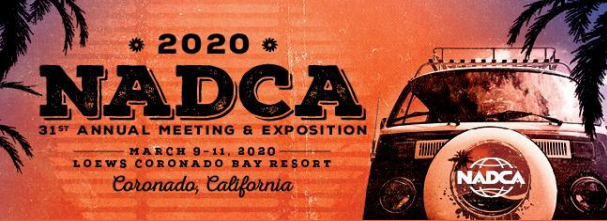
[Insert company name] is excited to announce that we'll be exhibiting at [@NADCAHQ's](#) 31st Annual Meeting & Exposition in Coronado, California! This meeting brings together a diverse group of professionals involved in air duct cleaning and the inspection, cleaning, and restoration of HVAC systems. Pay us a visit at booth [insert booth number here] to [insert what attendees will find/learn at your booth]. **#NADCA2020**

Link to include:

annualmeeting.nadca.com

USE THIS IMAGE





Facebook – Sample Post #2

Post text:

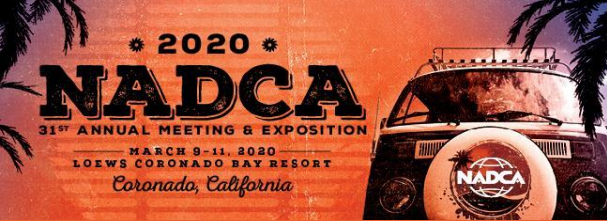
We're excited to announce that [insert company name] is a [insert sponsor level here – i.e. PLATINUM, GOLD, SILVER] sponsor at the [@NADCAHQ](#) 31st Annual Meeting & Exposition taking place Coronado, California! The meeting will be held at the [@LoewsCoronadoBay](#) from March 9 – 11, 2020. Learn more and join us: annualmeeting.nadca.com. #NADCA2020

Link to include:

annualmeeting.nadca.com

USE THIS IMAGE





Facebook – Sample Post #3

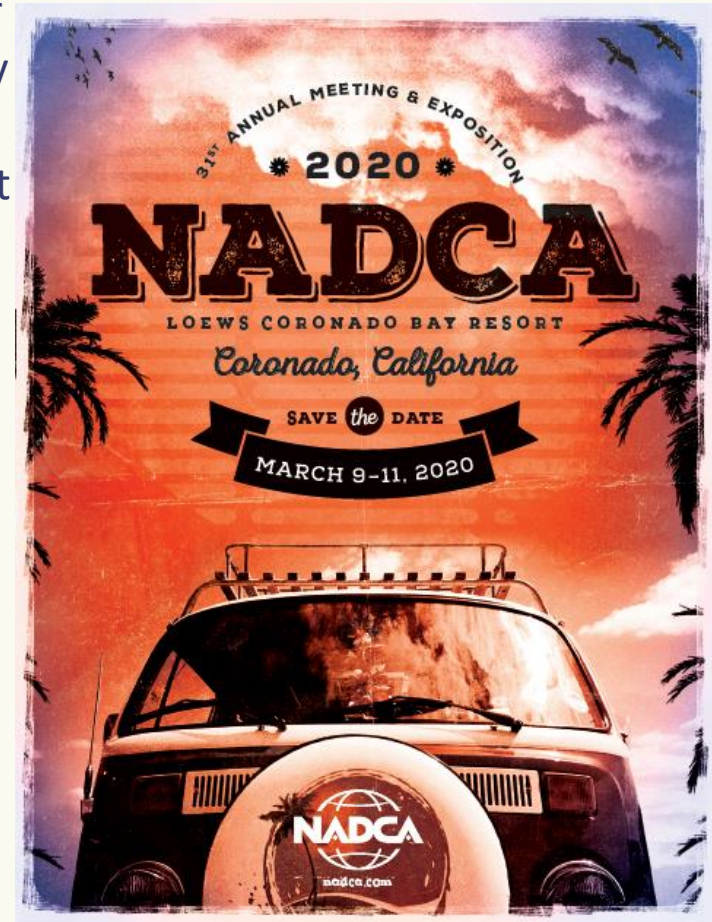
Post text:

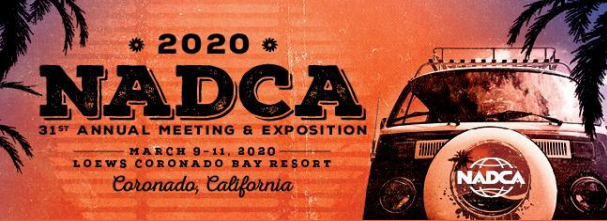
The [@NADCAHQ](#) 31st Annual Meeting & Exposition is March 9 – 11, 2020 at the [@LoewsCoronadoBay](#)! Attend to take part in educational sessions designed to take your business to the next level, training courses led by industry experts, and networking opportunities sure to spark innovation. We'll be there – will you? If so, be sure to visit us at booth [\[insert booth number\]](#). #NADCA2020

Link to include:

annualmeeting.nadca.com

USE THIS IMAGE





LinkedIn – Sample Message

Title:

Join us in Coronado, CA for NADCA's 31st Annual Meeting & Exposition!

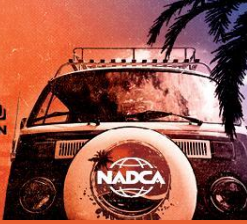
Body:

[Insert company name] will be [exhibiting at/sponsoring] NADCA's 31st Annual Meeting & Exposition, March 9 – 11 at the Loews Coronado Bay Convention Center! Join your colleagues at the meeting that brings together a diverse group of professionals involved in air duct cleaning and the inspection, cleaning, and restoration of HVAC systems. Learn more about the event and register to join us at annualmeeting.nadca.com

Don't forget to swing by booth [insert booth number here] to pay us a visit. We look forward to seeing you there!

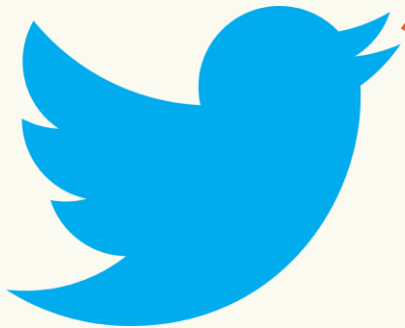


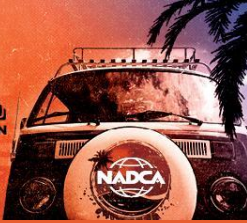
* 2020 *
NADCA
31ST ANNUAL MEETING & EXPOSITION
MARCH 9-11, 2020
LOEWS CORONADO BAY RESORT
Coronado, California



Twitter – Sample Tweet #1

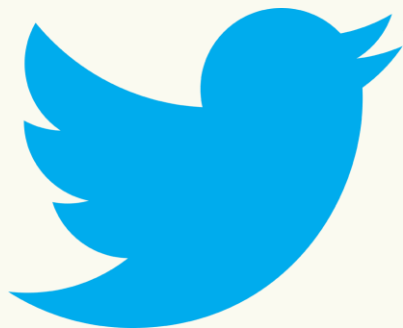
Excited to announce we'll be exhibiting at #NADCA2020 Annual Meeting & Expo in #Coronado, CA! Join us for 3 days of education, training, and networking. Be sure to pay us a visit at booth [insert booth number here]. Join us: <https://bit.ly/2M1yW2M> @Duct Cleaners

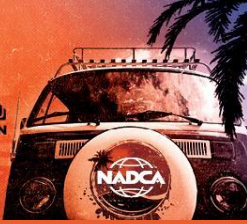




Twitter – Sample Tweet #2

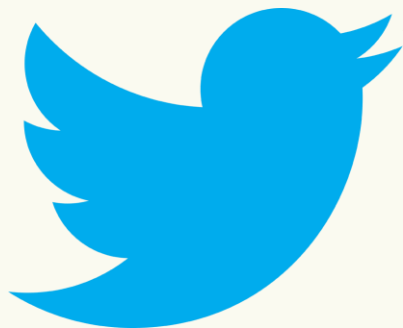
We're excited to announce that [insert company Twitter handle] is a [insert sponsor level here – i.e. PLATINUM, GOLD, SILVER] sponsor at NADCA's 31st Annual Meeting & Expo! Learn more at <https://bit.ly/2M1yW2M>. #NADCA2020 [@Duct Cleaners](#)

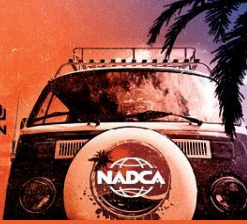




Twitter – Sample Tweet #3

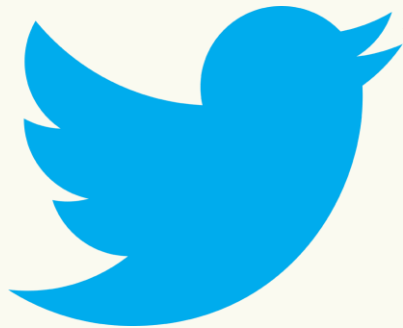
The 31st [@Duct Cleaners](#) Annual Meeting & Exposition is 3/9–3/11 at [@Loews Hotels](#)! It's the must-attend event for air duct cleaners and those involved with the inspection, cleaning, and restoration of HVAC systems. Register at <https://bit.ly/35lqS4n> and visit us at booth [insert booth number here].





Twitter – Sample Tweet #4

The countdown to #NADCA2020 is on! We'll be exhibiting, so be sure to stop by booth number **[insert booth number here]** to pay us a visit. Check out the program for exhibit hall hours: <https://bit.ly/2UeZvCJ>



2020
NADCA
31ST ANNUAL MEETING & EXPOSITION
MARCH 9-11, 2020
LOEWS CORONADO BAY RESORT
Coronado, California



Email – Exhibitor Sample Message

Hello _____,

I hope you're doing well. [Insert a personal greeting or comment here, as appropriate]. I wanted to let you know that [insert company name] will be exhibiting at **NADCA's 31st Annual Meeting & Exposition** March 9 – 11, 2020 at the Loews Coronado Bay Resort in Coronado, California.

NADCA's Annual Meeting & Exposition brings together a diverse group of professionals including air systems cleaning specialists, mold remediators, HVAC inspectors, and others interested in the comprehensive field of HVAC cleaning. Conference sessions offer insights into trends and evolutions within the air duct cleaning industry, along with best practices based on current literature and evidence-based standards.

I'm looking forward to networking with attendees as well as other exhibitors and sponsors. I'm hoping to see you there. Do you plan to attend?

If you're interested in learning more and registering for the event visit, annualmeeting.nadca.com

Best,

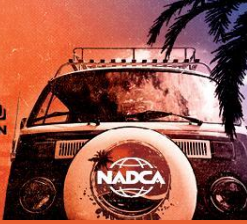
Your Name

Your Company Information



Join me in Coronado, CA for NADCA's 31st Annual Meeting & Exposition. [Register](#) by January 1, 2020 to take advantage of early bird rates!

2020
NADCA
31ST ANNUAL MEETING & EXPOSITION
MARCH 9-11, 2020
LOEWS CORONADO BAY RESORT
Coronado, California



Email – Sponsor Sample Message

Hello _____,

I hope you're doing well. [Insert a personal greeting or comment here, as appropriate]. I wanted to let you know that [insert company name] is a [insert sponsor level here – i.e. PLATINUM, GOLD, SILVER] sponsor of **NADCA's 31st Annual Meeting & Exposition** taking place at the Loews Coronado Bay Resort in Coronado, California, March 9 – 11, 2020.

NADCA's Annual Meeting & Exposition brings together a diverse group of professionals including air systems cleaning specialists, mold remediators, HVAC inspectors, and others interested in the comprehensive field of HVAC cleaning. Conference sessions offer insights into trends and evolutions within the air duct cleaning industry, along with best practices based on current literature and evidence-based standards.

I'm looking forward to networking with attendees as well as other sponsors and exhibitors. I'm hoping to see you there. Do you plan to attend?

If you're interested in learning more and registering for the event, visit annualmeeting.nadca.com

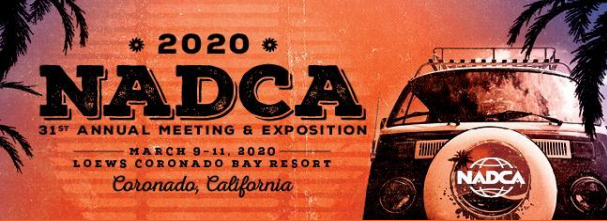
Best,

Your Name

Your Company Information

Join me in Coronado, CA for NADCA's 31st Annual Meeting & Exposition. [Register](#) by January 1, 2020 to take advantage of early bird rates!





Exhibitor Web Badge

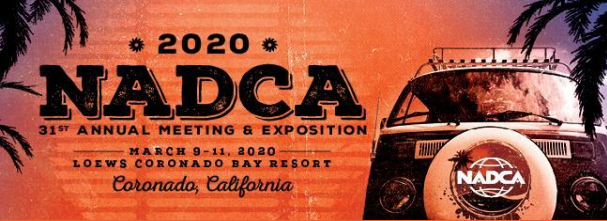
EXHIBITORS!

Use this web badge to promote your involvement with
NADCA's 31st Annual Meeting & Exposition



USES:

1. Include in your email signature
2. Use in social media posts on Facebook, Twitter, Instagram, and LinkedIn
3. Add to your website and link to NADCA's Annual Meeting page: annualmeeting.nadca.com



Sponsor Web Badge

SPONSORS!

Use this web badge to promote your involvement with
NADCA's 31st Annual Meeting & Exposition



USES:

1. Include in your email signature
2. Use in social media posts on Facebook, Twitter, Instagram, and LinkedIn
3. Add to your website and link to NADCA's Annual Meeting page: annualmeeting.nadca.com

31ST ANNUAL MEETING & EXPOSITION
* 2020 *

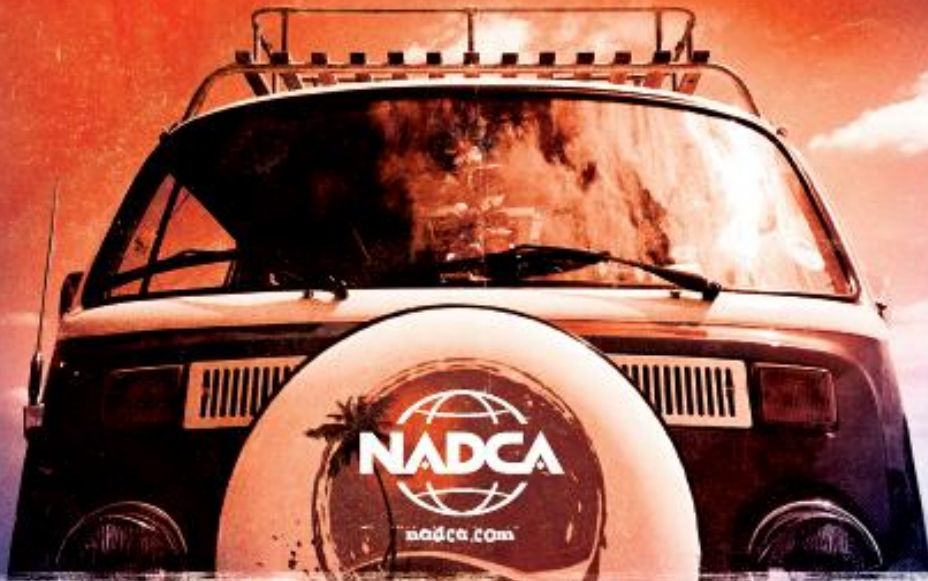
NADCA

LOEWS CORONADO BAY RESORT

Coronado, California

SAVE *the* DATE

MARCH 9-11, 2020



THANK YOU!