



## Social Media Tip Sheet

With the landmark fifth annual AIMExpo presented by Nationwide rapidly approaching, we'd like to offer a few tips to leverage your social media channels and let your followers know:

- You'll be at AIMExpo from September 21-24
- Your customers can find you at (**BOOTH NUMBER**)
- Show specials for both dealers and consumers
- Get a consumer ticket discount code from us and offer it to your followers

### Helpful Tips

- Make sure you're following AIMExpo on [Facebook](#), [Twitter](#), [Instagram](#) and LinkedIn. We also have a [LinkedIn group](#) where you can post information yourself.
- **Please use the tag #AIMExpo when talking about the show.**

### Sample Postings

To help spark some ideas, we've provided a few samples for copy on the various social media channels. Make sure to check out the provided social images that you can tailor for your audiences.

#### Facebook

- We're headed to this year's AIMExpo (**tagging company**) where we'll be introducing **[insert product or product tease]** on September 21. Will you be there? #AIMExpo
- The 2017 AIMExpo (**tagging company**) is almost here! Make sure to schedule a stop by booth **[NUMBER]** to see the **[insert product or product tease]**.

\*If you have athletes or any other special guests, promote them ahead of time to create buzz about when they will be on-site.

#### Twitter

- TICKETS: Get your discount here for @AIMExpo this September 23-24. Use discount code **[CODE]** at [www.aimexpousa.com](http://www.aimexpousa.com). #AIMExpo
- The biggest powersports show in North America is about to take over Columbus, Ohio. We'll be at booth **[NUMBER]** so stop by and see our latest releases! #AIMExpo

#### Instagram

- We're getting closer to the release of our newest products at @AIMExpo. Be sure to stop by and get a close up look at booth **[NUMBER]**. #AIMExpo

For any questions about social media at AIMExpo, please contact:

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