

Social Media Tips and Ideas for #TIHS24 Exhibitors

At **The Inspired Home Show**[®], thousands of top global retailers from around the world meet in Chicago to find what's new and what's next in the housewares industry. Of our exhibitors, 85% expect new business as a result of exhibiting at The Inspired Home Show because high-level decision makers who don't attend other trade events choose our Show.

Beyond the in-person connections and opportunities you'll benefit from as a #TIHS24 exhibitor, media coverage at the Show adds up to more than 600 million impressions in print, broadcast and online placements. Your social media platforms can help you amplify your presence, promote your brand and engage with attendees before, during and after The Inspired Home Show.

USE THE INSPIRED HOME SHOW TO YOUR BENEFIT

- Make sure you're following and engaging with the Show's social accounts from your brand's social accounts.
 - Instagram: [@theinspiredhomeshow](#)
 - Facebook: [@theinspiredhomeshow](#)
 - Twitter: [@TIH_Show](#)
 - LinkedIn: [The Inspired Home Show](#)
 - TikTok: [@tih_show](#)
- When you are posting about new products, milestones, or announcements, mention and tag the Show's social accounts and use the official Show hashtag: #TIHS24. We actively monitor, share, comment and engage with your posts for additional reach and engagement for your content!
- Ensure that your Connect 365 listing is complete and includes up-to-date contact information, including links to your website and your active social media channels.
- Include your booth number and location within your posts so people know where to find you.
- In today's digital world, short-form videos are one of the most effective types of media on social media. Get your team ready to create videos that are no longer than one minute to post on your social media accounts. These clips should be interesting and informative, such as showcasing industry trends, demonstrating products or capturing interactions. Popular platforms for these videos are Instagram (Stories & Reels), Tik Tok, Facebook, and YouTube (Shorts).
- Brands and customers are increasingly using social media as a one-stop shop. Many platforms offer a range of features, such as messaging, educational material, videos, entertainment and commerce and payment. Prior to the Show, be sure to get your social media channels up to speed and make sure you are utilizing all of the features to give your fans and followers the most convenient and user-friendly experience.
- Our social media team will be on site, grabbing photos, videos and stories from exhibitors and attendees alike! They will also be monitoring the Show handles for mentions and use of the official Show hashtag to share and engage with great content coming from the Show floor.

Pre-Show Social Media Tips

- Post about The Inspired Home Show and what you're most looking forward to at the event. Here are graphics you can use to identify yourself as a #TIHS24 exhibitor!
- Show behind-the-scenes photos and videos as you prepare for the Show. People love a good sneak peek and this is a great way to generate a feeling of connection to your brand! From packing up your booth and products to your team's travel adventures to on-site setup getting ready for the Show, let your social followers feel like they are truly part of your brand.
- Remind attendees to download the mobile app and add your company to their favorites list before the Show.
- If you're debuting new products, post teasers to drum up curiosity and excitement! Teasers help build engagement and return visits as social users will check back often to see what new and exciting launches happened at #TIHS24.
- Use a Countdown Sticker on Instagram Stories to generate more excitement. Viewers can subscribe to receive a notification when the clock runs out or add the countdown to their own Story.
- Start conversations that can easily be picked up at the Show! Ask questions specific to attendees, influencers or the press, and encourage them to stop by your booth to learn more.
- Ensure you have social media signage for your booth so attendees can easily find and follow you on your social media channels.

Social Media Tips During the Show

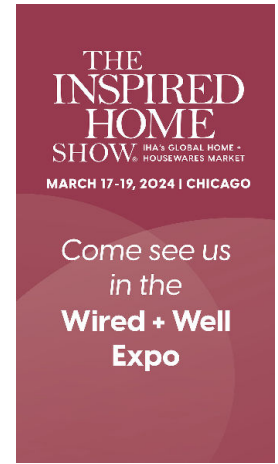
- With so much to see, do and showcase at the Show, it can be hard to know how much to post while you're here! Keep your target audiences in mind, and balance their needs with Show buyers and attendees.
 - Post frequently while at the Show, but don't overdo it. You want to create interest and traffic to your booth but not post so much that you end up making your audience apathetic.
 - You'll likely also want non-Show content going out during the event to keep your channels balanced and engaging for all of your audience members.
- Share photos and videos of your booth, your products and any interactions you're having with attendees. Be sure to highlight any positive feedback or testimonials you receive.
- Monitor the event hashtag (#TIHS24) and engage with attendees who are sharing posts about your brand or the event. Reply to their comments, thank them for visiting your booth, and answer any questions they may have.
- Remind attendees of any in-booth events you're hosting and share photos and videos as they are happening.
- Ask attendees to "check-in" at your booth on social by sharing a photo of their favorite product or a photo with someone from your in-booth team and the #TIHS24 hashtag. This is a great way to reach new audiences, as once they share you'll also have all the eyes of their followers on your brand!
- Ask booth visitors if they want to provide a video testimonial or reaction to your booth or products. These videos, photos and quotes make for easy-to-consume and compelling content.

Post-Show Social Media Tips

- When the Show is over and people are returning to the daily grind, reconnect with them to say thank you or wish them safe travels as they leave Chicago.
- Follow up with attendees you met during the trade show, connect with them on LinkedIn, or follow their social channels to stay connected.
- Share a Show recap with photos and updates to keep the conversation going! Share content that gives people a taste of what they missed. Post images and videos that will inspire that "it's-like-I-was-there" feeling.
- Save event highlights to your Instagram and Facebook Story highlights.
- Poll attendees and ask them about their favorite element from your booth, which keynote or Inspiration Theater session was the most impactful for them, or who was their favorite chef from the Cooking Theater? You'll get meaningful consumer insight and generate a stronger relationship with your followers!

Download Social Media Graphics Here

1080x1920 Social Media Graphics



1200x630 Social Media Graphics



1080x1080 Social Media Graphics

