



Where to tag OLCA Northwest Landscape Expo:



@OregonLandscapeContractorsAssociationOLCA

Use #NWLandscapeExpo2024

Use #NWLandscapeExpo2024 whenever posting about the event on any social media channel so attendees can find your posts! Make yourself seen by using the hashtag before the show and engage with attendees during the event.

Sample Social Posts:

Use your social media posts to promote your presence at the Northwest Landscape Expo, new products being unveiled, sponsored education sessions or talks, giveaways or promotions, and more!

- Join us in Hillsboro, Oregon as the industry comes together for Northwest Landscape Expo! Register to join us at #NWLandscapeExpo2024
- We're so excited to be a part of #NWLandscapeExpo2024 December 12! Head to the link in our bio to register and learn how we can help your business succeed this year!
- We're excited to be sponsoring this year's #NWLandscapeExpo2024 at Westside Commons in Hillsboro. Join us for a great opportunity to network, learn, and experience exciting presentations.
- Come join us at the OLCA 2024 Northwest Landscape Expo and stop by our booth!

Other Content Ideas

Before, During, and After OLCA 2024 Northwest Landscape Expo:

Use your social media posts to promote your presence at the event, new products being unveiled, sponsored education sessions or talks, giveaways or promotions, and more. Utilize your business' social media platforms to promote your participation before, during, and after the event. Here are just a few ideas to get you started:

- Use free apps like Boomerang, Layout, Motionleap, Canva, and PowerDirector to create unique graphics, videos, and more that will catch the attention of your followers.
- Create a video from your team inviting customers to join you at the Northwest Landscape Expo and highlighting what they're looking forward to at the show.
- Offer a special promotion or giveaway for visitors to your booth who share a picture tagging you and using #NWLandscapeExpo2024
- Share behind-the-scenes content as your team sets up and prepares for the show.
- "Go Live" on Facebook or Instagram from the trade show floor to give a tour of your booth, highlight promotions and events, or answer questions from customers.
- Promote your Live beforehand to build excitement and participation.

Social Media Graphics:

Invite your customers to join you at Expo by posting on your social media channels or your website.

Use the [Customizable Templates](#) to add your logo and booth number directly to the image. Make sure to add a personalized message to your customers. Include a call to action like "Join Us at Expo" or highlight a new product you'll feature at the show.

Or take advantage of [Ready-to-Post graphics](#) to begin your promotions right now! Include a short message in the post text. Each graphic is formatted to best fit the guidelines of the designated social platform.

Download these templates and graphics on the Exhibitor Marketing Tools web-page.

Social Media Graphic Examples (not to scale)

Hex color codes if you would like to use the same colors on your custom posts:

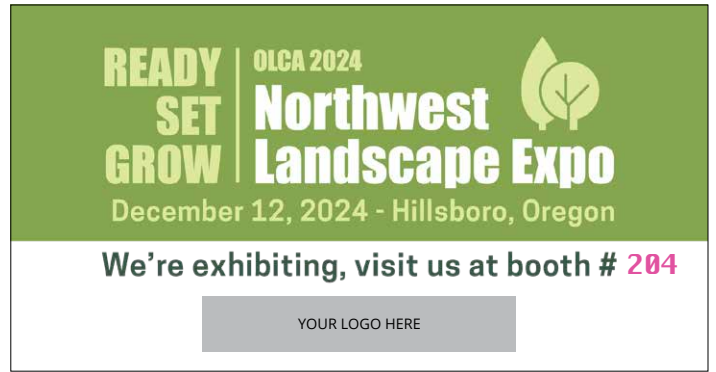
Fern: #B0C671 | **Philodendron:** #DDE89E | **Evergreen:** #385745

Ready to Post

Facebook 1200x630px



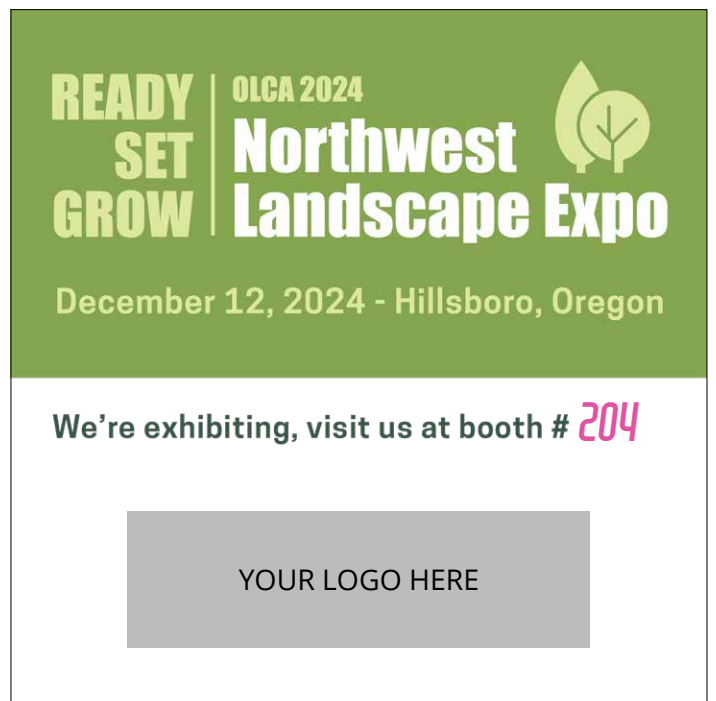
Customizable



LinkedIn 1920x1080px



Insagram 1080x1080px



Generic

Word header & email signature

