



NEW! The National Home Show Is Getting a Fresh Look

We're excited to share that the National Home Show is undergoing an exciting rebrand — including new logos, refreshed visuals, and an updated look across our channels.

 What this means for you:

- Please use the new National Home Show logos and creative assets when promoting your participation
- These updated visuals help keep our branding consistent and ensure your posts are featured and shared across our official channels
- Using the new look helps your content stand out and aligns with our refreshed show experience

 You'll find all updated logos and assets in the Marketing Kit inside your [Exhibitor Portal](#).

Exhibitor Social Media Quick-Start Guide

Reach 85,000+ attendees & our online community!

Step 1: Prepare Your Content 

- Gather high-quality photos/videos of your products, services, or team.
- Highlight anything special you'll showcase at the show.
- Create short “sneak peek” clips to excite your audience.

Tip: Bright, clear images and authentic captions get the best engagement.

Step 2: Tag & Hashtag 🚩

Tag us: @HomeshowsTO (Instagram & Facebook) | LinkedIn: National Home Show

Use hashtags:

- #NationalHomeShow
- #HomeInspo
- #YourBusinessName (be sure to add your hashtag based on your company name)

Why: Tagging lets us share your posts with our audience, instantly increasing your visibility.

Step 3: Use the Marketing Kit 🛠️

- Download the kit from your exhibitor portal.
- Follow suggested posting schedule: Pre-show, During, Post-show.
- Use sample captions, image ideas, and engagement tips.

Even if social media isn't your focus, this makes it easy to get results.

Step 4: Post Consistently 🕒

Pre-Show: Build excitement

“We're bringing something special to #NationalHomeShow – see you at
@HomeshowsTO”

During Show: Live updates, booth highlights, visitor interactions.

Post-Show: Thank attendees, recap your participation, follow up with leads.

Tip: Short videos or stories outperform static posts.

Step 5: Engage Your Audience

- Respond to comments/messages promptly.
- Encourage visitors to tag your business.
- Repost customer content to show authenticity.

Step 6: Track Results

- Monitor likes, shares, comments, follower growth.
 - Note leads or booth visits driven by social posts.
 - Use insights to improve future campaigns.
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Step 7: Enjoy the Benefits!

- Reach **your audience + our online community**
- Generate **more booth traffic & leads**
- Maximize your show participation – **included with your exhibitor package!**

