

# EXHIBITOR SOCIAL MEDIA GUIDE



Help drive qualified attendees to your booth before, during and after the show.

## PROMOTE YOUR BOOTH TO YOUR FOLLOWERS!

### WHY POST?

- ✓ Let existing customers know where to find you
- ✓ Introduce your business to new audiences
- ✓ Drive more visitors to your booth
- ✓ Build familiarity before attendees arrive
- ✓ Tag @HomeShowsTO and we will reshare!

### TAG US

@HOMESHOWSTO

### ADD HASHTAGS

#FHS26 | #FALLHOMESHOW2026



## PLAN YOUR POSTS FOR SUCCESS!

1

### 2-4 WEEKS BEFORE

Post an announcement that you're exhibiting. Include your booth number and what visitors can expect.

2

### 1 WEEK BEFORE

Share a product, service, project or show offer preview.

3

### 1-2 DAYS BEFORE

Post a reminder with show dates, location and booth number.

4

### DURING THE SHOW

Share Stories plus at least one Reel or feed post.

5

### AFTER THE SHOW

Post a thank-you and tell people the next step: visit your site, request a quote or book a consultation.



**Best practice:** clear visuals, booth number, a reason to visit and a simple call to action.

# CONTENT THAT WORKS IN 2026

Current social media best practices for exhibitors.



## PRIORITIZE THESE FORMATS



### REELS

Short vertical videos with a quick hook and a clear reason to visit your booth.



### STORIES

Fast updates, reminders, polls and behind-the-scenes content during the show.



### CAROUSELS

Educational tips, before-and-after projects and product comparisons people can save.



### PHOTOS

Use strong product, project, team or booth images instead of generic promo graphics.



### CUSTOMER & PARTNER CONTENT

Tag collaborators, reshare useful content and extend your reach.

## ALWAYS INCLUDE

- ☒ SHOW DATES
- ☒ BOOTH NUMBER
- ☒ @HOMESHOWSTO
- ☒ #FHS26
- ☒ A SIMPLE CALL TO ACTION

## COPY-AND-PASTE CAPTION STARTER

“We’re heading to the Fall Home Show! Visit us at booth [number] to explore [products/services]. We’ll be sharing previews, demos and updates throughout the show. Come say hello.”  
@HomeShowsTO #FHS26

### BEFORE THE SHOW

- We’re exhibiting announcement
- Product or project preview
- Meet the team
- Show offer or giveaway

### DURING THE SHOW

- Booth tour
- Live demo
- Customer favourite
- Story updates and reminders

### AFTER THE SHOW

- Thank-you post
- Photo recap
- Top FAQ from the show
- Next steps or consultation invite



**Algorithm tip:** useful, original content is more effective than posting more often without a clear message.