



Using Social Media to Promote Your Medtrade Presence:

One way to stand out from the crowd, and make a lasting impression on the thousands of HME professionals expected to attend the show, is to use social media to promote your Medtrade exhibitor presence.

How to connect with Medtrade on Social Media:

1. Follow us on Twitter [@MedtradeConnect](#)
2. Like us on Facebook:
<http://www.facebook.com/Medtrade>
3. Join the [“HME Industry Network”](#) group on LinkedIn
AND follow the [Medtrade LinkedIn Page](#)
4. NEW: Follow us on Instagram [@MedtradeConnect](#)

Hashtags: #MedtradeSpring16 #Medtrade16

6 Tips for Your Medtrade Social Media Promotion:

1. **Plant the Social Media Seed:** Use the time between now and the show to notify your fans and followers on social media that you will be exhibiting. In your posts, get them interested by mentioning giveaways, a new products, and product specials. Be sure to engage with your followers, and try to make posts personal.
 - ❖ Use the **official show hashtag (ie: #Medtrade16)** in your posts to help connect with others searching for Medtrade topics. Communicate with the official Medtrade social accounts.
 - ❖ Post on **LinkedIn** that you are a part of the event and invite people to register and attend Medtrade. Share

with the LinkedIn group any educational opportunities or webinars you might be launching before the show.

- ❖ On Facebook, tag Medtrade in photos of your company at the show from last year.
- ❖ Utilize your unique client invitation codes to invite guests to the expo floor for free.

2. Leverage the Power of Employee Connections: Notify your employees of your plans to attend Medtrade and encourage them to talk about your presence on their individual networks. Sales members can pass the word on to their leads, and marketers can reach out to innumerable sources to generate some hype about your plans. Internal support can go a long way with minimal effort. You can also include a paragraph about the event in your **company newsletter**, announce in on your **company's calendar of events**, and submit a **press release** to local news sources.

3. Establish an 'Inbound' Presence: Do something unique at your booth to get attendee's attention. Get Creative! Decide on something fun that stands out. This could include:

- ❖ Fun or unique themes
- ❖ Flashy, eye-catching signage
- ❖ Contest or giveaway
- ❖ Engaging activity
- ❖ Charismatic speaker
- ❖ Other mini event in your booth

4. Create a Hashtag for Your Booth: Now that you've given attendees a reason to be excited about your presence, give them a way to talk (and tweet) about it on social media! A handy way to do this is by creating an easy-to-remember hashtag for your booth. This is a word with the hash symbol in front of it (**#yourboothhashtag**) that can be tracked and followed through conversations on Twitter. **Be sure to use Your Hashtag during the show:** Tweet about interesting things going on at your booth and to reach out and connect with *specific* attendees.

Some examples of using booth-specific hashtags:

Tweet: We just saw @AAHomeCare at #ourboothhashtag

Tweet: Best player so far @MyStoreDME, thanks for stopping by #ourboothhashtag at #Medtrade16

5. **Write a Blog Post:** Create a blog post about the importance of Medtrade, and your company's role in it. Share this post on your social networks.

❖ **FREE PROMOTION OPPORTUNITY: If you post on your company's blog, we will cross-promote your blog post on our Facebook Page & through our Twitter Voice.** To take advantage of this: Once you create your blog, send the link to our Director of Social Media, Christina Morrison, Christina.Morrison@EmeraldExpo.com.

6. **Utilize Social Sharing Buttons on a Unique Landing Page:** Have your webmaster add a trade show specific landing page that hints to users what they can expect from you at this year's show. Use this opportunity to provide them with some promotional material to download, such as a special coupon redeemable at your booth, or whitepaper that relates to your services. Make it easy for attendees to share your content by including all relevant social sharing icons on your new landing page.

About the Author:

Christina Morrison is Social Media Director of Medtrade and the founder of Stina Bee Marketing & Events. Prior to joining the Medtrade team, Christina served on the Exhibitor Advisory Board for three years and was the recipient of two "Best Booth" awards. For more information on adding social media to your marketing mix, contact her at Christina@StinaBee.com or 321-662-6822.