



**NRF[®] 2020
VISION**

RETAIL'S BIG SHOW

EXHIBITOR

SOCIAL MEDIA TOOLKIT

Sample Posts for Twitter



@NRFBigShow

- Mark your calendars: #NRF2020 is January 12-14, 2020 at the Javits Center. Visit nrfbigshow.nrf.com for more information and visit us at Booth # [insert #].
- Find Your Vision @NRFBigShow, January 12-14, 2020. Visit Booth # [insert #] to learn about more our products and services.
- 2020 vision starts with @NRFBigShow. Visit [insert company name] at Booth # [insert #].
- Big Show. Big Vision. #NRF2020 is at the Javits Center in NYC, January 12-14. See us at Booth # [insert #].

Sample Posts for LinkedIn

- We are excited to be exhibiting at #NRF2020, January 12-14, 2020, in NYC at the Javits. www.nrffbigshow.nrf.com. [Insert company name] will be [insert message about your product/service]. See us at Booth # [insert #]
- [Insert company name] will be exhibiting at NRF's Big Show in New York City in January 2020. You might consider attending if you are you interested in [insert message about your product/service].

Sample Posts for Facebook

- We'll be in New York City for #NRF2020! Visit us at Booth #[insert #], January 12-14, 2020, to learn more about [insert product/service].
- Visit us at Booth # [insert #] at #NRF2020—the world's largest retail conference and expo—at the @JavitsCenter, January 12-14, 2020.
- The Future is Insight! Retailers claim your free EXPO pass now to NRF's Big Show, January 12-14, 2020 at the @JavitsCenter. Contact us to get your promo code and visit Booth # [insert #].
- Your Vision is Our Mission. [Insert company name] is a proud sponsor of #NRF2020!

Sample Posts for Instagram

- Join @NRF taking place January 12-14 at the Javits Center in NYC with a focus on the vision for 2020. Visit @NRF for more info. Don't forget to stop by Booth # [insert #].
- [Insert company name] will be exhibiting at NRF's Big Show in New York City in January 2020 in Booth # [insert #]. You might consider attending if you are you interested in [insert message about your product/service].

Invite your network by using InGo

Reach your client base like never before by using the NRF 2020 InGo tool. Ingo allows you to post about the show, as well as directly invite your network to join you at the event.

1. To get started, click on which account you'd like to use on the [InGo landing page](#).
2. Once you decide on which account you want to use, you can see who's going, invite others via direct messages and create a post for your feed.
3. See an example of a post to the right. Copy to accompany the post is automatically provided, but you may edit it if you wish.

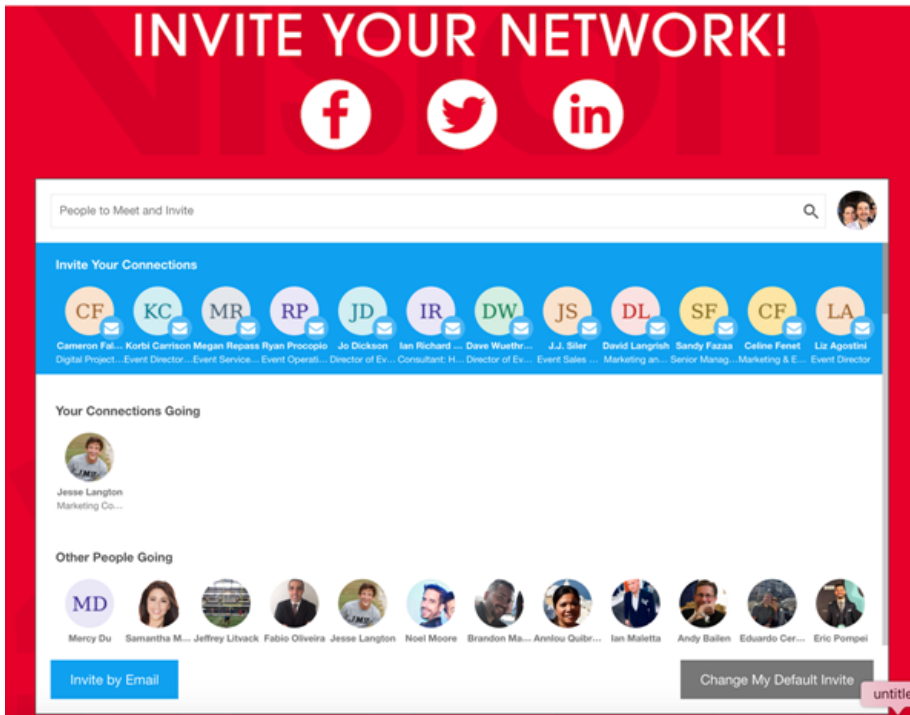


Invite your network by using InGo (cont.)

If you have a Salesforce account, you can use InGo to send invites to them directly. If you wish to use this function, see below for instructions.

1.

Upon reaching the Invite page, you will see this invitation tool, with your contacts loaded.



2.

Upon clicking the Invite Envelope of a contact InGo has an email address for...



Invite your network by using InGo (cont.)

3.

Recipients here

Subject line here

Message here

Back

Send Group

Send Individually

Choose sending option

Recipients

Subject

Hi, Join me at the world's largest retail conference and expo! #NRF2020 <https://app.ingo.me/q/k542a>

This screenshot shows the InGo invitation form. It has a red border. On the left, three green arrows point to the 'Recipients' field, the 'Subject' field, and the message body. At the bottom, two green boxes highlight the 'Send Group' and 'Send Individually' buttons, with a green arrow pointing to them from the text 'Choose sending option'.

4.

People to Meet and Invite

Invite Your Connections

CF KC MR RP JD IR DW JS DL SF CF LA

Cameron Fai... Karli Carrison Megan Reppas Ryan Procopio Jo Dickson Ian Richard... Dave Wierth... J.J. Siler David Langrish Sandy Fasca Celina Patel Liz Agostini Digital Project... Event Director... Event Service... Event Operat... Director of Ex... Consultant H... Director of Ev... Event Sales... Marketing an... Senior Manag... Marketing & E... Event Director

Your Connections Going

Jesse Langton Marketing Di...

Other People Going

MD Merry Du Samantha M... Jeffrey Livack Fabio Oliveira Jesse Langton Noel Moore Brandon Ma... Arntou Outbr... Ian Maletta Andy Balen Eduardo Cer... Eric Pompei

Invite by Email

Change My Default Invite

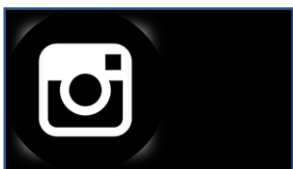
If you want to manually add email addresses for sending invites, click here

This screenshot shows the InGo network invitation page. It has a red border. A green box highlights the 'Invite by Email' button at the bottom left, with a green arrow pointing to it from the text 'If you want to manually add email addresses for sending invites, click here'.

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