



PAVING
THE FUTURE

February 12-14, 2019
Indianapolis, IN, USA



[LET'S GET SOCIAL]

Join the conversation with World of Asphalt 2019!

Thanks to the support of our exhibitors and partners, World of Asphalt continues to be an industry-leading trade show, bringing together professionals from across the globe to prepare them to pave the future.

Twitter Best Practices

- Follow [@WorldofAsphalt](#) on Twitter and interact with our posts.
- Use the official show hashtag #WorldofAsphalt to share news and events with attendees.
- Follow any users who are using the #WorldofAsphalt hashtags you identify based on their Twitter profile to be a prospective customer.
- Even though you can use 280 characters now, stick to 140 – they will get better engagement. And always include an image or video!
- Publicize your booth number. Invite people via Twitter and offer something special that nobody else will get unless they are retweeting your tweet or offer a sample or free trial of your product/services for a retweet.

Facebook Best Practices

- Follow the [World of Asphalt](#) Facebook page to like, share and comment on our posts.
- Promote your booth number and exhibition hall or lot on your company's page.
- Pin a post to the top of your page promoting your trade show offers or contests so it's the first thing prospective customers see when clicking on your page.
- Post early and often. Don't wait until the week of the show to beef up your online presence. Infrequent posts cause you to lose your connection with your audience.



Questions? Reach out to our social team!

Jordanne Waldschmidt, Communications Manager, jwaldschmidt@aem.org

Taylor Ruffing, Marketing Coordinator, truffing@aem.org

Exhibitor Promotional Pre-drafted Posts

Take these drafted posts and repurpose them on your own social platforms. Just insert your own information, links and booth numbers to create custom posts and tweets. It's as simple as that!

Posts receive the most engagement when there is a graphic and a link. Linking to the registration page for World of Asphalt can lead prospective customers directly to you. All posts below can be linked back to bit.ly/2FFJDGM until registration is open. Using [show logos & banners](#) can attract your prospective customers.

- Save the date for #WorldofAsphalt– February 12-14, 2019 in Indianapolis, IN!
- Going to #WorldofAsphalt? So are we! Save the date – February 12-14, 2019 – and stop by [Booth#] to say hi!
- [Company Name] is going to Indy February 12-14, 2019! We're excited to show off [Product] at #WorldofAsphalt.
- Come see us at #WorldofAsphalt in [Booth #]. Our new [Product] will be there! Indianapolis, IN | February 12-14.
- Visit us Feb 12-14, 2019 in Indy at #WorldofAsphalt in [Booth#] to see our NEW [Product].
- We're paving the future at #WorldofAsphalt Feb 12-14, 2019. Visit us in [Booth #] to see what [Company Name] is doing to drive innovation.
- Indy + [Company] = #WorldofAsphalt. Join us February 12-14, 2019 to see our NEW [Product] at [Booth#].
- Come see the latest technologies & innovations of the industry at #WorldofAsphalt by visiting us in [Booth#].
- [Company] is showcasing our NEW [Product] at #WorldofAsphalt in [Booth#]. See you Feb 12-14 in Indy!
- We're paving the future right to #WorldofAsphalt in Indianapolis February 12-14, 2019! Find us in [Booth#].
- Asphalt, Indy & [Company Name] - Find us in [Booth#] at #WorldofAsphalt February 12-14!
- Explore the latest asphalt products and innovations, only in Indianapolis, IN, at #WorldofAsphalt Feb 12-14, 2019. Be sure to stop by us in [Booth#].
- Thousands of industry professionals will be at #WorldofAsphalt. Will we see you there? February 12-14, 2019 | Indianapolis, IN, USA

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