

Social Media Tips and Ideas for #TIHS25 Exhibitors

At The Inspired Home Show[®], thousands of top global retailers from around the world meet in Chicago to find what's new and what's next in the housewares industry. Of our exhibitors, **83% expect new business** as a result of exhibiting at The Inspired Home Show because high-level decision makers choose to attend our Show over other trade events.

Beyond the in-person connections and opportunities you'll benefit from as a #TIHS25 exhibitor, media coverage at the Show adds up to more than 600 million impressions in print, broadcast and online placements. Your social media platforms can help you amplify your presence, promote your brand and engage with attendees before, during and after the Show.

Use The Inspired Home Show To Your Benefit

- When you are posting about new products, milestones or announcements, mention and tag the Show's social accounts and use the official Show hashtag: #TIHS25. We actively monitor, share, comment and engage with your posts for additional reach and engagement for your content!
- Include your booth number and location within your posts so people know where to find you.
- In today's digital world, short-form videos are one of the most effective types of communications on social media. Get your team ready to create videos that are no longer than one minute to post on your social media accounts. These clips should be interesting and informative, such as showcasing industry trends, demonstrating products or capturing interactions. Popular platforms for these videos are Instagram (Stories and Reels), TikTok, Facebook and YouTube (Shorts).
- Brands and customers are increasingly using social media as a one-stop shop. Many platforms offer a range of features, such as messaging, educational material, videos, entertainment, and commerce and payment. Prior to the Show, be sure to get your social media channels up to speed and make sure you are utilizing these features to give your fans and followers a convenient and user-friendly experience.
- Our social media team will be on site, grabbing photos, videos and stories from exhibitors and attendees alike! They also will be monitoring the Show handles for mentions and use of the official Show hashtag to share and engage with great content coming from the Show floor.

FOLLOW AND ENGAGE

with the Show's social accounts from your brand's social accounts.



INSTAGRAM:

@theinspiredhomeshow



X:

@TIH_Show



FACEBOOK:

@theinspiredhomeshow



TIKTOK:

@tih_show



LINKEDIN:

The Inspired Home Show

home + housewares
connect
365
IHA'S DIGITAL MARKETPLACE

Ensure that your **Connect 365** listing is complete and includes up-to-date contact information, including links to your website and your active social media channels, at app.theinspiredhomeshow.com/Connect365.

Pre-Show Social Media Tips

Post about The Inspired Home Show and what you're most looking forward to at the event.

- Share behind-the-scenes photos and videos as you prepare for the Show. People love a good sneak peek and this is a great way to generate a feeling of connection to your brand! From packing up your booth and products, to your team's travel adventures, to on-site setup getting ready for the Show, let your social followers feel like they are truly part of your brand.
- Remind attendees to download the Mobile App and add your company to their favorites list in the Show Planner tool before the event.
- If you're debuting new products, post teasers to drum up curiosity and excitement! Teasers help build engagement and return visits as social users will check back often to see what new and exciting launches happened at #TIHS25.
- Use a Countdown Sticker on Instagram Stories to generate more excitement. Viewers can subscribe to receive a notification when the clock runs out or add the countdown to their own Story.
- **Start conversations that can easily be picked up at the Show!** Ask questions specific to attendees, influencers or the press, and encourage them to stop by your booth to learn more.

Social Media Tips During the Show

With so much to see, do and showcase at the Show, it can be hard to know how much to post while you're here! Keep your target audiences in mind, and balance their needs with Show buyers and attendees.

- Post frequently while at the Show, but don't overdo it. You want to create interest and traffic to your booth but not post so much that you end up making your audience apathetic.
- You'll likely also want non-Show content going out during the event to keep your channels balanced and engaging for all of your audience members.
- Share photos and videos of your booth, your products and any interactions you're having with attendees. **Be sure to highlight any positive feedback or testimonials you receive.**
- Monitor the event hashtag (#TIHS25) and engage with attendees who are sharing posts about your brand or the event. Reply to their comments, thank them for visiting your booth, and answer any questions they may have.
- Remind attendees of any in-booth events you're hosting and share photos and videos as they are happening.
- Ask attendees to "check-in" at your booth on social by sharing a photo of their favorite product or a photo with someone from your in-booth team and the #TIHS25 hashtag. This is a great way to reach new audiences, as once they share you'll have all the eyes of their followers on your brand!

Post-Show Social Media Tips

When the Show is over and people are returning to the daily grind, reconnect with them to say thank you or wish them safe travels as they leave Chicago.

- **Share a Show recap with photos and updates to keep the conversation going!** Share content that gives people a taste of what they missed. Post images and videos that will inspire that "it's-like-I-was-there" feeling.
- Save event highlights to your Instagram and Facebook Story highlights.

CLICK HERE

FOR GRAPHICS YOU
CAN USE TO IDENTIFY
YOURSELF AS A
#TIHS25 EXHIBITOR



QUICK TIPS

Have social media signage in your booth so attendees can easily find and follow you on your social media channels.

Ask booth visitors if they want to

PROVIDE A VIDEO TESTIMONIAL OR REACTION

to your booth or products.

These videos, photos and quotes make for easy-to-consume and compelling content.



POST SHOW

Follow up with attendees you met during the Show, connect with them on LinkedIn, and follow their social channels to stay connected.

Post-Show Social Media Tips (Continued)

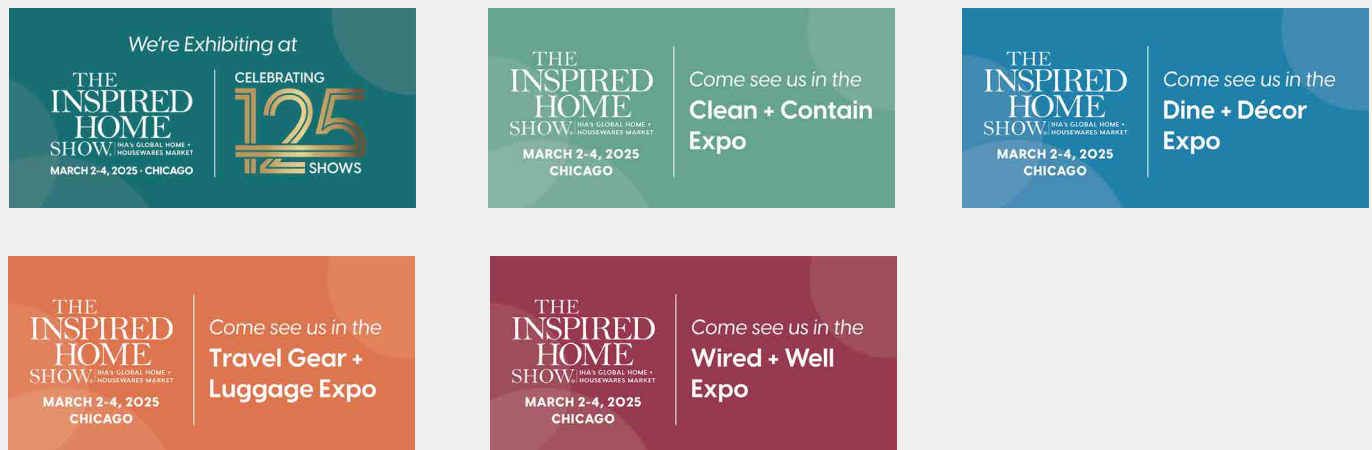
- Poll attendees to ask them about their favorite new products at your booth, which keynote or Inspiration Theater session was the most impactful for them, or what was their favorite networking event? You'll get meaningful consumer insights and generate a stronger relationship with your followers!

DOWNLOAD SOCIAL MEDIA GRAPHICS HERE

1080x1920 Social Media Graphics



1200x630 Social Media Graphics



1080x1080 Social Media Graphics

