

I'm exhibiting! Now what?

Use these simple tips to promote your product and involvement at the virtual or onsite exhibition.

Social Media Tips

Use the official SPIE conference hashtag and topical hashtags

You can find the official hashtag on the conference homepage, as well as on the Get the Word Out page for exhibitors.

Complement this with hashtags relevant to your company and product, such as #optics, #manufacturing, #metrology, #biomedical, and others to increase visibility.

Use video to show off your product

Video content is incredibly popular, and some social media platforms even give more visibility to your post if it includes a video.

Explain your products in a short clip to gain interest, then invite people to come by your booth to see the product in action!

Introduce future customers to your team

Using a video, or a series of photos, introduce your onsite team to your social media audience. Customers like to get to know the people they will do business with, and social media is a great place to add some personality to your company.

Even if you are a team of one, you can still make it fun. Share a behind-the-scenes moment setting up your booth, a selfie of you with attendees at your booth, or a screenshot of your virtual exhibit space.

Engage in social media conversations with conference attendees

Follow along with the activity under the conference hashtag. If there is an appropriate opportunity to comment on an attendee's post, go for it! Let them know your product can help their research, or entice them to check out your booth by sharing a cool photo of your swag.

SPIE Accounts to follow, like, share, and tag



LinkedIn: SPIE, the international society for optics and photonics



Twitter: @SPIEtweets



Facebook: @SPIE.org



Instagram: @spiephotonics

Example Post



Click to Tweet



Announce the exhibition [before the event]

We are excited to exhibit at SPIE [Event Name]! Register now to visit the team at our virtual booth: [Insert URL to registration]



Remind them you are here [during the event]

We are here at [Event Name] and we can't wait to meet everyone! If you are working with high-power lasers, then you don't want to miss what we have to offer. Come by Booth 123 to learn more!



Thank you [after the event]

Our team had a great time at [Event Name]! Learn more about what we debuted here: [link] #lasers #3dprinting