



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. To help you spread the word about your participation at World of Asphalt, we've put together this toolkit, complete with sample posts, tips and [graphics](#).

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.
- Incorporate a mix of types of posts including video, links, pictures, news and entertaining content.



Note: [This is the link to the World of Asphalt 2019 Facebook event](#). We ask that rather than creating your own World of Asphalt event, you invite your customers and dealers to attend the official event in which you may post your event updates via the discussion feature.

Questions? Reach out to our social team!

Jordanne Waldschmidt, PR/Communications Manager, jwaldschmidt@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/2zQ21tO.

Using [show logos & banners](#) can attract your prospective customers. You can also embed the images on your website or blog posts. Simply save the image to your device and start posting!

- [Company Name] is going to Indy! We're excited to show off [Product] at #WorldofAsphalt.
- Indy is the place to be this February. Come see us at #WorldofAsphalt in [Booth #]. Our new [Product] will be there!
- Visit us Feb 12-14 in Indy at #WorldofAsphalt in [Booth#] to see our NEW [Product].
- We're paving the future at #WorldofAsphalt this Feb 12-14. Visit us in [Booth #] to see what we're doing to drive innovation in the industry.
- Indy + [Company] = #WorldofAsphalt. Join us Feb 12-14 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 Indianapolis!
- We're paving the future all the way to #WorldofAsphalt in Indy this Feb 12-14! Find us in [Booth#].
- Explore all the latest asphalt products and innovations only in Indianapolis at #WorldofAsphalt. Be sure to stop by [Booth#] to see us/new product.
- Save the date for #WorldofAsphalt– February 12-14, 2019 in Indianapolis!
- Going to #WorldofAsphalt? So are we! Preregister to save time at the show, and stop by [Booth#] to say hi!
- Thousands of industry professionals will be at #WorldofAsphalt. Will we see you there?
- Asphalt is in the air this Valentine's Day – spend it with us at #WorldofAsphalt in Indy Feb 12-14!

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Be a World of Asphalt Influencer

We're calling on our exhibitors/subject matter experts (SME) to join the Influencer program for World of Asphalt.



What is an Influencer?

- An influencer is an individual who has the power to affect decisions of others because of his/her authority, knowledge, position or relationship with his/her audience.

What will you need to do?

There are no “hard requirements” of the program. It is an agreement between the SME and World of Asphalt. Some examples of Influencer engagement would be:

- Posts on company or personal social media promoting the show in a positive light
- Proudly and appropriately wear show swag (t-shirt, hats, etc.)
 - o Can even post pictures/ share videos wearing the clothing while making a plug for the show
- Work with World of Asphalt's Communication team to complete a brief phone or in-person interview, to then be turned into an article
- Provide a blog post on a certain industry topic or product to be shared on the show's outlets

Any additional ideas are welcomed.

What do you get out of being an Influencer?

There are many benefits of being a World of Asphalt Influencer. Just a few of them include:

- Increased social following
- Increased awareness of your brand, product, service or technology
- No monetary cost to participate
- Increased promotion of your booth, topic or ideas
- Giveaways – be the first to sport your World of Asphalt show gear

Want in or want more information?

If any of this sounds like something you or someone you know might be interested in, give Jordanne Waldschmidt, PR/Communications Manager, a call or email. She can be reached at (414) 298-4152 or jwaldschmidt@aem.org.

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