



## Exhibitor Sample Copy for Social Media Posts

### Sample text for websites, blogs, social media, and newsletters.

At the 21<sup>st</sup> Century Building Expo & Conference, September 15-17, 2020, in Charlotte, NC, you get everything you need for your residential construction business. The three-day educational conference offers NAHB Education courses, North Carolina Builder Institute (NCBI) courses and general session seminars to keep all industry professionals up-to-date on the latest trends, techniques and products for the building industry. The NCBI will be providing classes to help general contractor qualifiers satisfy the new eight (8) hours of mandatory continuing education requirement. That's why we've made the commitment to be there and think you should, too! We'll be demonstrating [INSERT PRODUCT/SERVICE] that will [INSERT BENEFIT OF PRODUCT OR SERVICE] in booth [INSERT BOOTH NUMBER]. Our experts will be on-hand to answer all your questions, so stop by or schedule an appointment. It only happens once a year, so don't miss it! Use our guest code [INSERT GUEST PASS CODE] to receive a free pass and register today [21BuildingExpo.com](http://21BuildingExpo.com).

### Sample Tweets and Facebook posts.

- See our [FEATURED PRODUCT] first-hand at booth [NUMBER] at #21CBEC, Sept. 15-17, 2020 in Charlotte, NC [21buildingexpo.com](http://21buildingexpo.com)
- Visit our booth, [NUMBER], at #21CBEC, and win a prize! [21buildingexpo.com](http://21buildingexpo.com)
- Need [SOLUTION OF PRODUCT OR SERVICE]? Stop by #21CBEC booth [#xxxx] to see how we can help.
- Excited for #21CBEC this Sept! Be sure to stop by booth [NUMBER] to learn about #[YOUR COMPANY NAME] and why customers choose us for [INSERT PRODUCT NEED].
- Meet us in booth [NUMBER] at #21CBEC where we'll be introducing [INSERT NAME OF PRODUCT/TECHNOLOGY/SERVICE]. [21buildingexpo.com](http://21buildingexpo.com).
- Excited to be exhibiting at #21CBEC 2020. We're in booth [NUMBER]]. Come say hello! [21buildingexpo.com](http://21buildingexpo.com)
- New technology and products at #21CBEC 2020 — ours included! See our [INSERT NAME OF PRODUCT/TEHCNOLOGY] at booth [NUMBER]. [21buildingexpo.com](http://21buildingexpo.com)