

NORTH AMERICA'S ONLY EVENT FOR

HALLOWEEN, PARTY
& CELEBRATION

JANUARY 13-15, 2025
EXPO AT WORLD MARKET CENTER

SOCIAL MEDIA TOOLKIT

Join us for the Halloween & Party Expo, January 13-15, 2025 in Las Vegas, Nevada for North America's ONLY event dedicated to all things Halloween, Party & Celebration!

Thank you for your support and active involvement in the Halloween & Party Expo. We value your contributions and kindly request your help spreading the word about this event. This toolkit provides sample copy, social media posts, banners, and more to help you promote the event across a variety of channels.

Follow us on:



#HalloweenandPartyExpo

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About The Halloween & Party Expo

For three thrilling days, we bring buyers and manufacturers together, creating a dynamic platform to engage, share, network, and ignite innovation. The Halloween & Party Expo is your ultimate one-stop shop for all your party and celebration needs. With an incredible array of products from established names and exciting newcomers, this expo is an absolute must-attend.

Join us **January 13-15, 2025** at the Expo at World Market Center in Las Vegas, NV to experience the **ONLY** event in the U.S. dedicated to all things Halloween, Party & Celebration!

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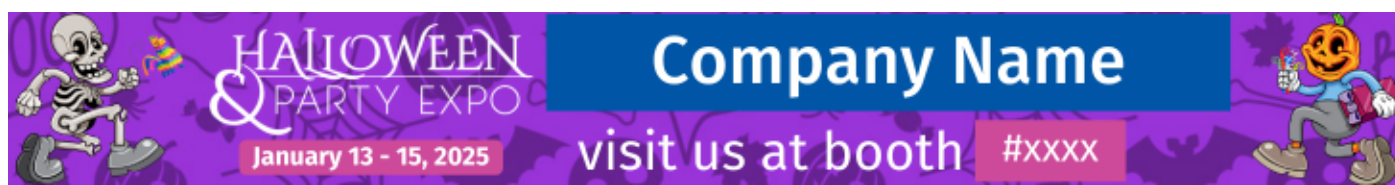
Graphics for Download

Images to Share

Below are graphics you can use to promote your event participation. Click on the image to save and upload as a web banner.

You can download your custom graphics on our website [here](#) or you can contact

HALLOWEENPARTYEXPO.ES@CLARIONEVENTS.COM.



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LinkedIn / Facebook Marketing Promotion

For optimal engagement on LinkedIn and Facebook, aim to post on weekdays, especially **Tuesday through Thursday**. The best times to post are **mid-morning (around 9-11 AM)** and **early afternoon (around 1-3 PM)** to align with their typical workday schedules. Avoiding early mornings, late evenings, and weekends, as these are lower in engagement.

It's also beneficial to schedule posts consistently and monitor engagement metrics to refine your posting schedule over time. Additionally, consider crafting content that is easy to understand and relevant to the interests and concerns of your audience.

Use the #HalloweenandPartyExpo hashtag in your captions when posting on social media!

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Twitter Marketing Promotion

The best days and times to post on Twitter would typically be **weekdays** during business hours when they are more likely to be online. Specifically, **mid-morning (around 10-11 AM)** and **early afternoon (around 1-3 PM)** are optimal times to catch their attention. Avoid posting late in the evening or early in the morning, as the audience is not as active on the platform.

Use the #HalloweenPartyExpo hashtag in your captions when posting on social media!

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Suggested Marketing Promotion

OPTION 1

🎃 Spook-tacular news! Join us at the Halloween & Party Expo from January 13-15. Visit us at Booth #### and use promo code **XXXX** for exclusive offers! We can't wait to see you there! 🎃
#HalloweenPartyExpo #HPE25

OPTION 2

👻 Ready for North America's ONLY event for all things Halloween, Party and Celebration? We'll be at the Halloween & Party Expo, January 13-15! Stop by Booth #### and use promo code **XXXX** for scary good deals. 🕸 See you soon!
#HalloweenPartyExpo #HPE25

OPTION 3

🌟 The Halloween & Party Expo is almost here! Come see us at Booth #### from January 13-15 and use promo code **XXXX** for special discounts. Don't miss out on the fun!
#HalloweenPartyExpo #HPE25

XXXX - Insert your unique Exhibitor Promo Code located in the registration dashboard. If you need assistance, you can reach out to HalloweenPartyExpo.ES@clarionevents.com.

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THANK YOU

If you have questions or would like more information about this marketing toolkit, please contact us at **HalloweenPartyExpo.ES@clarionevents.com**.