

SOCIAL MEDIA TOOLKIT

Join us for the Ocean City Resort Gift Expo, November 13-15, 2024 in Ocean City, Maryland for the Northeast's leading souvenir and resort trade event.

Thank you for your support and active involvement in the Ocean City Resort Gift 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 **@OCEANCITYGIFTSHOW** on:



#OceanCityResortGiftExpo



NOVEMBER 13-15, 2024
Roland E. Powell Convention Center

About Ocean City Resort Gift Expo

The Ocean City Resort Gift Expo is THE spot for retailers throughout the Mid-Atlantic and New England regions. Join the Northeast's leading souvenir and resort trade event to find the newest products and discover the hottest trends. Products range from beach items to apparel to toys & games, with a vibrant audience that consists of specialty shops, jewelry retailers, amusement/ theme parks, gift shops and many more!

Join us **November 13-15, 2024** at the Roland E. Powell Convention Center in Ocean City, Maryland to experience the Northeast's leading souvenir and resort trade event.



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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.



Ocean City
RESORT GIFT EXPO

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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 #OceanCityResortGiftExpo 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 #OceanCityResortGiftExpo hashtag in your captions when posting on social media!



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Suggested Marketing Promotion


OPTION 1

 Sea what's in store at the Ocean City Resort Gift Expo! Join us November 13-15 at Booth #### and use promo code XXXX for exclusive offers. We can't wait to sea you there! 🏖️
#OceanCityResortGiftExpo

OPTION 2

 Ready to dive into the northeast's leading souvenir show? Catch us at the Ocean City Resort Gift Expo, November 13-15! Stop by Booth #### and use promo code XXXX for deals you won't want to sea slip away! 🌊 #OceanCityResortGiftExpo

OPTION 3

 The Ocean City Resort Gift Expo is almost here! Sea us at Booth #### from November 13-15 and use promo code XXXX for special discounts. Don't let this opportunity drift by! 🛍️
#OceanCityResortGiftExpo

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

THANK YOU

If you have questions or would like more information
about this marketing toolkit, please contact us at

OceanCityGift.ES@clarionevents.com.