



FEBRUARY 11-13, 2025  
DALLAS, TEXAS, USA

# SOCIAL MEDIA TOOLKIT

Join us for POWERGEN International®, February 11-13, 2025, in Dallas, Texas for the premier networking and business hub for power generation professionals and solution providers.

Thank you for your support and active involvement in POWERGEN International®. 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 POWERGEN across a variety of channels. Feel free to add your own voice and emphasize your organization's role at POWERGEN.

Follow **@POWERGENINTL** on:



**@POWERGENINTL**

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Register now & learn more!

<https://www.powergen.com>



## About POWERGEN International®

POWERGEN International® is the ultimate networking and business hub for power generation professionals, attracting over **7,500** attendees, featuring more than **450+** exhibitors and **200+** speakers.

This event brings together power producers, utilities, EPCs, consultants, OEMs, and large-scale energy users to explore innovative solutions in the transition to cleaner and more sustainable energy. Benefit from a comprehensive 8-track technology program, engaging networking events, and access to industry leaders and decision-makers, all while supporting the clean energy movement toward Destination 2050.

Join us to stay ahead in the rapidly evolving power generation landscape!

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DESTINATION  
**2050**

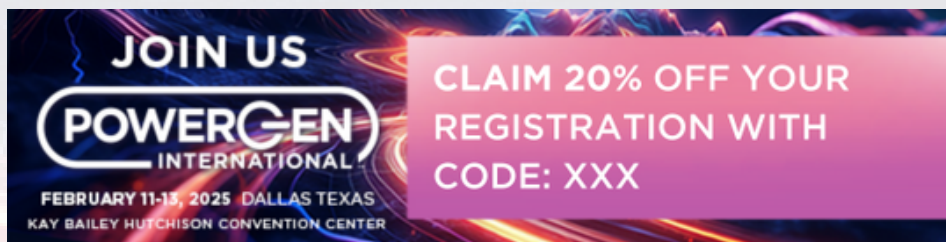


# Graphics for Download

## Images to Share

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

For assistance accessing your custom graphics or navigating the hub, contact [info@powergen.com](mailto:info@powergen.com).





# 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 #POWERGEN25 hashtag in your captions when posting on social media!**

**XXX - Insert your unique Partner Promo Code.**

If you need assistance, you can reach out to [info@powergen.com](mailto:info@powergen.com).

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# LinkedIn / Facebook Marketing Posts

## OPTION 1

Join us at POWERGEN International® February 11-13, 2025, in Dallas, Texas for unmatched education, networking, and innovation. Meet industry leaders, discover cutting-edge technologies, and gain insights that will shape the future. 🚀 Use code **XXX** to get 20% off your registration!

## OPTION 2

From technical sessions to dynamic networking events, this is your chance to learn from the best, connect with peers, and explore the latest advancements. Register now with code **XXX** to get 20% off and be part of the energy revolution!

## OPTION 3

Mark your calendars for POWERGEN International® 2025, happening February 11-13 18 in Dallas, Texas, USA! Deep dive into the latest power generation trends, technologies, and solutions. Enhance your expertise, make valuable connections, and drive your career forward. Use code **XXX** to get 20% off your registration!

## OPTION 4

Engage with top experts, discover innovative solutions, and build a network that will propel your career forward at POWERGEN International® 2025. Register and come visit our booth with code **XXX** for 20% off!

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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 #POWERGEN hashtag in your captions when posting on social media!**

**XXX - Insert your unique Promo Code.** If you don't remember it, reference the exhibitor hub. If you need assistance, you can reach out to [info@powergen.com](mailto:info@powergen.com).

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# Twitter Marketing Posts

## OPTION 1

The ultimate gathering of generation experts at POWERGEN International®! Join over 7,500 industry professionals for unparalleled networking and innovation. Register with code **XXX** for 20% off! #POWERGEN25 #PowerGeneration

## OPTION 2

Join us for the latest trends, technologies, and insights shaping the future of power generation at POWERGEN International®. Join us in Dallas, Texas from February 11-13, 2024. Use code **XXX** for 20% off your registration. #POWERGEN25 #GenerationExperts

## OPTION 3

Join us in Dallas, Texas for a transformative journey filled with knowledge, connections, and innovation. Register with promo code **XXX** for 20% off! #POWERGEN25 #Power #Generation

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# THANK YOU

If you have questions or would like more information about this marketing toolkit, please contact us at [info@powergen.com](mailto:info@powergen.com)