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**NOVEMBER 6-9, 2024**

**Gatlinburg Convention Center**

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# **SOCIAL MEDIA TOOLKIT**



Join us for the Smoky Mountain Gift Show, November 6-9, 2024 in Gatlinburg, Tennessee for the nation's oldest, most beloved, souvenir show.

Thank you for your support and active involvement in the Smoky Mountain Gift Show. 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 **@SMOKYMTNGIFTSHOW** on:



#SmokyMtnGiftShow



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# About Smoky Mountain Gift Show

The Smoky Mountain Gift Show brings Tennessee's largest selection of top-name souvenirs, resort gift lines, and innovative tourism products, together under one roof for optimum buying convenience. Only in Gatlinburg will you have an opportunity to shop an unrivaled selection of top name lines and new products from hundreds of leading manufacturers and innovative newcomers in the souvenir, resort and gift industry.

Join us **November 6-9, 2024** at the Gatlinburg Convention Center in Gatlinburg, TN to experience the nation's oldest, most beloved, souvenir show.



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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 in the exhibitor hub. For assistance accessing with the hub, you can watch these [instructional videos](#) or contact [\*\*SMOKYMOUNTAINGIFT.ES@CLARIONEVENTS.COM.\*\*](mailto:SMOKYMOUNTAINGIFT.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 #SmokyMtnGiftShow 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 #SmokyMtnGiftShow hashtag in your captions when posting on social media!**



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# Suggested Marketing Promotion

## OPTION 1

🎉 Beary exciting news! Join us at the Smoky Mountain Gift Show from November 6-9. Visit us at Booth ##### and use promo code **XXXX** for exclusive offers! We beary can wait to see you there!

🐻 #SmokyMtnGiftShow

## OPTION 2

🚀 Ready for the nation's oldest, most beloved, souvenir show? We'll be at the Smoky Mountain Gift Show, November 6-9! Stop by Booth ##### and use promo code **XXXX** for unbearable deals. 🐻 See you soon! #SmokyMtnGiftShow

## OPTION 3

🌟 The Smoky Mountain Gift Show is almost here! Bear with us at Booth ##### from November 6-9 and use promo code **XXXX** for special discounts. Don't miss out on the fun! #SmokyMtnGiftShow

**XXXX** - Insert your unique Exhibitor Promo Code located in the registration dashboard. If you need assistance, you can reach out to [\*\*SmokyMountainGift.ES@clarionevents.com\*\*](mailto:SmokyMountainGift.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 **[SmokyMountainGift.ES@clarionevents.com](mailto:SmokyMountainGift.ES@clarionevents.com)**.

