



WWIN + THE MEN'S EDIT TOOLKIT

EVERYTHING YOU NEED TO
PROMOTE YOUR BRAND BEFORE
AND DURING MARKET



WELCOME TO YOUR MARKETING TOOLKIT

Get the Most Out of Your WWIN Experience

We've created this Exhibitor Marketing Kit to help you promote your presence at WWIN and connect with buyers before you arrive in Las Vegas.

Inside, you'll find customizable templates for social media, email, website banners, box stuffers, and stickers, along with captions, hashtags, and quick how-to guides to make promotion easy.

A little pre-show promotion goes a long way. Exhibitors who start early and stay consistent often see more booth traffic, stronger connections, and more pre-booked appointments.

WHAT'S INCLUDED

- Canva Social Media Templates
- Website Banners
- QR Code Generator Instructions
- Stickers + Box Stuffers
- Suggested Social Captions
- Simple Marketing Timeline
- And more!

PRODUCT TEMPLATES

- ✓ Social post
- ✓ Instagram story
- ✓ Email header
- ✓ LinkedIn Post
- ✓ Box Stuffer
- ✓ Sticker (2')
- ✓ Web banner (size 1)
- ✓ Web banner (size 2)
- ✓ Web banner (size 3)
- ✓ Web banner (size 4)
- ✓ Web banner (size 5)

TEMPLATE HOW-TO'S

Create your social posts in minutes! Follow these instructions or follow the accompanying reels.

1. Create a free [Canva account](#)
2. Click the template link
3. Select "Use Template"
4. Upload your images
5. Drag and drop into frames
6. Update text (brand name, booth #)
7. Download and post

Using Website banners on your own site

1. Select the banner size that best fits your website
2. Customize the design in Canva:
 - Add your brand name
 - Include your booth number
 - Swap in your product image
3. Download as a PNG or JPG
4. Upload to your website

TIMELINE & CAPTIONS

Suggested Timeline

12–10 Weeks Before

- Announce you're exhibiting (social post)
- Add website banner
- Start including box stuffers and/or stickers in orders

9–7 Weeks Before

- Share product or brand content
- Continue box stuffers

6–4 Weeks Before

- Send email about what you are bringing to WWIN, and remind your customers to register for WWIN
- Highlight products on social
- Begin promoting appointments in social stories

3–2 Weeks Before

- Send appointment focused email
- Continue to post on social media regularly
- Continue box stuffers and/or stickers

1 Week Before

- Final "See you at WWIN" post—be sure to include your booth number!
- Reminder email about WWIN and that all attendees must be registered
- During Market
- Post live updates and booth reminders
- Share real-time content to drive traffic

Social Caption Ideas

Option 1 – Simple Announcement

We're heading to WWIN ✨

Join us in Las Vegas and visit us at Booth [####] to see what's new this season.

#wwinshow

Option 2 – Product Focused

New arrivals. Fresh styles. Ready for market.

See the latest from [Brand Name] at WWIN – Booth [####].

#wwinshow

Option 3 – Strong CTA

Las Vegas, we're coming.

Make sure to stop by Booth [####] at WWIN—we'd love to show you what we've been working on.

#wwinshow

Option 4 – Relationship Driven

We can't wait to connect.

If you're attending WWIN, come visit us at Booth [####]—we'd love to meet you.

#wwinshow

QR CODES + OTHER MATERIALS

Add a QR Code to Drive Traffic

1. Go to a free QR code generator (we recommend [this one!](#))
2. Paste your website or landing page link
3. Download the QR code image
4. Add it to your Canva designs or print materials

Bring Your Marketing Into the Physical World

Add stickers or boxstuffers to shipments

Where to order:

- Fedex
- Sticker Mule
- Vistaprint

Or, if you want to order yourself - use a 2' circle sticker pack!

WE'RE HERE TO HELP

Please reach out to us for any assistance, and we can't wait to see you at market!

WWIN WOMENSWEAR
IN NEVADA

**THE MEN'S
EDIT @ WWIN**