

**HYDROVISION**  
INTERNATIONAL

# SOCIAL MEDIA TOOLKIT

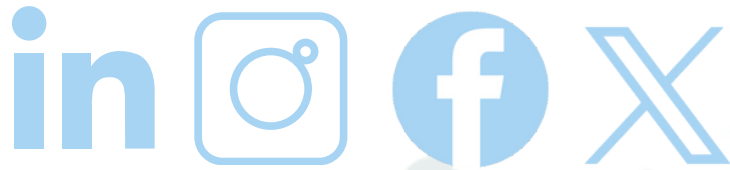


Join us for HYDROVISION International®, **July 15-18, 2024**, in **Denver, Colorado** for the industry insights you've come to expect from the premier global gathering of hydropower and dams/civil market experts.

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

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Register now & learn more!

<https://www.hydroevent.com/>



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The logo features the word 'HYDROVISION' in a large, bold, blue sans-serif font, with a stylized water drop shape integrated into the letter 'O'. Below it, the word 'INTERNATIONAL' is written in a smaller, blue, all-caps sans-serif font. The background of the logo area is a faint illustration of a dam with water flowing through its spillways, surrounded by trees and a river.

## ABOUT HYDROVISION INTERNATIONAL®

Welcome to HYDROVISION International® — the premier global gathering of hydropower and dams/civil market experts! With over **1,200 hydropower professionals** from **50+ countries**, including power producers, utilities, consultants, and engineering companies, this event is the largest of its kind globally. Experience leading **connection, knowledge** acquisition, and **innovative solutions** as you explore our conference and exhibit, addressing every facet of hydropower.

Access unparalleled education opportunities, connect with industry peers and collaborate on leading innovative solutions.

Join us and be part of shaping the future of hydropower!

## WHEN & WHERE:

**Event Name:** HYDROVISION International®

**Host Utility:** Denver Water

**Location:** Colorado Convention Center

**Date:** July 15-18, 2024

**Website:** <https://www.hydroevent.com/>

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# GRAPHICS FOR DOWNLOAD

## IMAGES TO SHARE

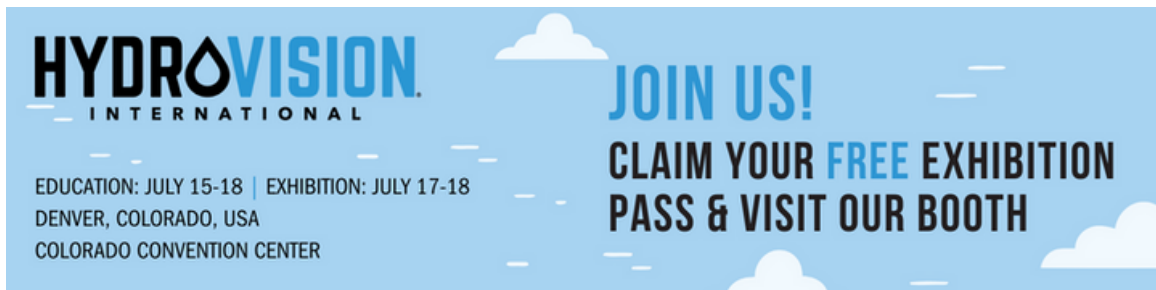
Below are HYDROVISION graphics you can use to promote your event participation. Click on the image to save and upload as a web banner. You can download your custom graphics in the exhibitor hub. For assistance accessing your custom graphics or navigating the hub, watch the video [here](#) or contact [hydrovision.es@clarionevents.com](mailto:hydrovision.es@clarionevents.com).



1080 x 1080



1200 x 628



600 x 150

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

## #HYDROVISION

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

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## LINKEDIN / FACEBOOK MARKETING POSTS

### OPTION 1

Join us at HYDROVISION International® 2024, July 15-18 in Denver, Colorado, USA! Visit us at our booth to check out the latest innovations. Use code **XXX** for your FREE exhibition pass!

### OPTION 2

We are exhibiting at HYDROVISION International® in Denver, Colorado! Use code **XXX** to claim your FREE exhibition pass and come visit us at our booth!

### OPTION 3

Mark your calendars for HYDROVISION International® 2024, happening July 15-18 in Denver, Colorado, USA! Visit our booth to explore cutting-edge technologies and shape the future of hydropower. Register with code **XXX** to claim your FREE exhibition pass!

### OPTION 4

We are exhibiting at largest global gathering of hydropower experts at HYDROVISION International® 2024. Register and come visit our booth with code **XXX** for your FREE exhibition pass!

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

## #HYDROVISION

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## TWITTER MARKETING POSTS

### OPTION 1

Join us for the ultimate gathering of hydro experts at HYDROVISION International®! Visit our booth and join over 1,200 industry professionals for unparalleled networking and innovation. Register with code **XXX** for your FREE exhibition pass! #HYDROVISION #Hydropower

### OPTION 2

Visit our booth for the latest trends, technologies, and insights shaping the future of hydropower at HYDROVISION International®. Join us in Denver, Colorado from July 15-18, 2024. Access your FREE exhibition pass using code **XXX**! #HYDROVISION #HydroExperts

### OPTION 3

We are exhibiting at HYDROVISION International®! Join us in Denver, Colorado and visit our booth for a transformative journey filled with knowledge, connections, and innovation. Register with promo code **XXX** for your FREE exhibition pass! #HYDROVISION #HydroJourney

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# HIGHLIGHT #HYDROVISION SPEAKERS & SESSIONS

Maximize your session sponsorship by promoting your speakers and their sessions across our diverse summit tracks at HYDROVISION International®. Stay ahead of the curve with discussions covering a wide range of hydro topics, and network with industry leaders driving innovation in hydropower. Join us and make the most of this unparalleled opportunity to showcase your expertise and engage with fellow professionals shaping the future of the industry.



I AM SPEAKING AT

# HYDROVISION

INTERNATIONAL

CELEBRATING 30 YEARS OF HYDRO EXCELLENCE

COLORADO CONVENTION CENTER	JULY	EDUCATION	2024
DENVER, CO		15-18	
		EXHIBITION	
		17-18	

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# THANK YOU!

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

