

HYDROVISION
INTERNATIONAL

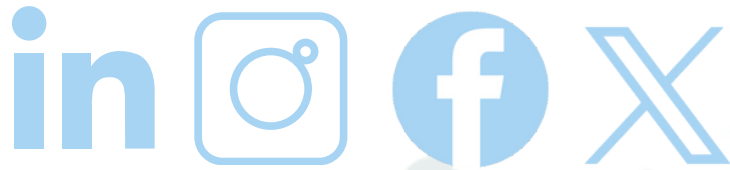
SOCIAL MEDIA TOOLKIT



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.

Follow HYDROVISION on:



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 icon 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 share your participation and invite your customers. Click on the image to save and upload as a web banner.

For assistance receiving your promo code or custom graphics, contact gabriella.cecere@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. Avoid 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

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The logo for Hydrovision International features the word 'HYDROVISION' in a bold, blue, sans-serif font, with a stylized water drop icon integrated into the letter 'O'. Below it, the word 'INTERNATIONAL' is written in a smaller, blue, sans-serif font. The background of the logo area is a light blue illustration of a river flowing through a forest with trees and mountains.



LINKEDIN / FACEBOOK MARKETING POSTS

OPTION 1

 Dive into innovation at HYDROVISION International® in Denver, Colorado! Join us to explore groundbreaking advancements and educational insights in hydropower.  Use code **XXX** to get 20% off your registration!


OPTION 2

We're gearing up for HYDROVISION International® 2024 in Denver, CO this July 15-18! Use code **XXX** to get 20% off your registration. Come discuss the future of hydropower with us. Let's get educated and innovative!

OPTION 3

Counting down to HYDROVISION International® 2024! Meet us in Denver from July 15-18 to uncover the latest in hydropower technology and connect with industry leaders. Use code **XXX** and get 20% off your registration.

OPTION 4

Explore the pulse of hydropower at HYDROVISION International® 2024!  Be there from July 15-18 in Denver, CO, to engage with experts and witness innovation firsthand. Register with code **XXX** for 20% off!

XXX - Insert your unique Partner Promo Code. *If you need assistance, you can reach out to gabriella.cecere@clarionevents.com.*

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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!

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The background of the bottom half of the page features a light blue illustration of a landscape with a river, trees, and a dam. The dam has four arches with water flowing through them. The river flows from the dam towards the bottom right. The trees are in various shades of blue and green. The logo for Hydrovision International is overlaid on the bottom right of this illustration.



TWITTER MARKETING POSTS

OPTION 1

Connect with over 1,200 hydro professionals at #HYDROVISION International®! 🌐 Dive deep into the latest innovations and expand your network. Use code **XXX** for 20% off your pass! See you in Denver from July 15-18, 2024! #Hydropower

OPTION 2

Ready to shape the future of #hydropower? 🚀 Join us at HYDROVISION International® in Denver, July 15-18! Explore cutting-edge technologies and make invaluable connections. Use code **XXX** for 20% off your registration and meet us there! #HYDROVISION

OPTION 3

Step into the hub of hydro innovation at #HYDROVISION 2024! 🌐 From insightful sessions to expansive networking, don't miss out. Register with promo code **XXX** for 20% off your registration! #HydroExperts

XXX - Insert your unique Partner Promo Code. *If you need assistance, you can reach out to gabriella.cecere@clarionevents.com.*

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HIGHLIGHT #HYDROVISION SPEAKERS & SESSIONS

Maximize your partnership 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
		15-18	
DENVER, CO		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

