



# **PLASA Focus Leeds 2023** **SOCIAL MEDIA TEMPLATES**

Story graphics



## GRAPHIC INSTRUCTIONS

**Please see examples below on how to customise your templates.**

If you have opened this document in Canva, please save a copy to your account before editing.

If you have downloaded the PDF, you can add your logo and edit text in Adobe editor - then export as a PNG.

**Please do not edit any colours, fonts, object sizes or layout before posting.**

**If you require a bespoke graphic, please email: [marketing@plasa.org](mailto:marketing@plasa.org)**

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LEEDS

9 - 10 MAY 2023  
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**Register free with our link**

LINK

Add an insta  
story sticker and  
Insert your link

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**(optional)**

The logo consists of a solid blue hexagon on the left and a larger, outlined blue hexagon on the right. The text 'FOCUS' is in small white capital letters above 'plasa', which is in large white lowercase letters. 'LEEDS' is in smaller white capital letters below 'plasa'.

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## GRAPHIC INSTRUCTIONS

**You have been allocated a unique registration link to share with your customers (found in your E-Zone).**

This link feeds into your VISIT portal, where you can track who has used your link to register for the show.

**Ideas to incentivise use of your link**

- Run a competition for everyone who registers
- First 50 registrants can claim free gift at your stand
- Registrants are eligible to book a 1-2-1 meeting
- Free branded goody bag for your registrants
- Registrants can claim a free drink at your stand

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 **LINK**

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sticker and insert  
your link**



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**REGISTRATION**  
**NOW OPEN**

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**REGISTRATION**  
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 LINK

Add an insta story sticker  
and insert your link  
**(optional)**

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 **LINK**

**Add an insta story sticker  
and insert your link  
(optional)**



# 1 WEEK TO GO

Visit us at stand **XXXXX**



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# 1 WEEK TO GO

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## GRAPHIC INSTRUCTIONS

**We hope that you find these useful in promoting your brand presence at PLASA Focus Leeds 2023!**

**We look forward to seeing your social media posts!**

**Don't forget to tag us!**

**Facebook: @PLASAShow**

**Instagram: @plasaonline**

**Twitter: @plasashow**

**LinkedIn: PLASA**

**#PLASALeeds**

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