



**NRF[®] 2020
VISION**

RETAIL'S BIG SHOW

EXHIBITOR SOCIAL MEDIA TOOLKIT

Sample Posts for Twitter

@NRFBigShow

- Mark your calendars: #NRF2020 is January 12-14, 2020 at the Javits Center. Visit nrfbigshow.nrf.com for more information and visit us at Booth # [insert #].
- Find Your Vision @NRFBigShow, January 12-14, 2020. Visit Booth # [insert #] to learn about more our products and services.
- 2020 vision starts with @NRFBigShow. Visit [insert company name] at Booth # [insert #].
- Big Show. Big Vision. #NRF2020 is at the Javits Center in NYC, January 12-14. See us at Booth # [insert #].



Sample Posts for LinkedIn

- We are excited to be exhibiting at #NRF2020, January 12-14, 2020, in NYC at the Javits. www.nrfbigshow.nrf.com. [Insert company name] will be [insert message about your product/service]. See us at Booth # [insert #]
- [Insert company name] will be exhibiting at NRF's Big Show in New York City in January 2020. You might consider attending if you are you interested in [insert message about your product/service].

Sample Posts for Facebook

- We'll be in New York City for #NRF2020! Visit us at Booth #[insert #], January 12-14, 2020, to learn more about [insert product/service].
- Visit us at Booth # [insert #] at #NRF2020—the world's largest retail conference and expo—at the @JavitsCenter, January 12-14, 2020.
- The Future is Insight! Retailers claim your free EXPO pass now to NRF's Big Show, January 12-14, 2020 at the @JavitsCenter. Contact us to get your promo code and visit Booth # [insert #].
- Your Vision is Our Mission. [Insert company name] is a proud sponsor of #NRF2020!



Sample Posts for Instagram

- Join @NRF taking place January 12-14 at the Javits Center in NYC with a focus on the vision for 2020. Visit @NRF for more info. Don't forget to stop by Booth # [insert #].
- [Insert company name] will be exhibiting at NRF's Big Show in New York City in January 2020 in Booth # [insert #]. You might consider attending if you are you interested in [insert message about your product/service].



Invite Your Network by Using InGo

Reach your client base like never before by using the NRF 2020 InGo tool. InGo allows you to post about the show, as well as directly invite your network to join you at the event.

1. To get started, click on which account you'd like to use on the [InGo landing page](#).
2. Once you decide on which account you want to use, you can see who's going, invite others via direct messages and create a post for your feed.
3. See an example of a post to the right. Copy to accompany the post is automatically provided, but you may edit it if you wish.

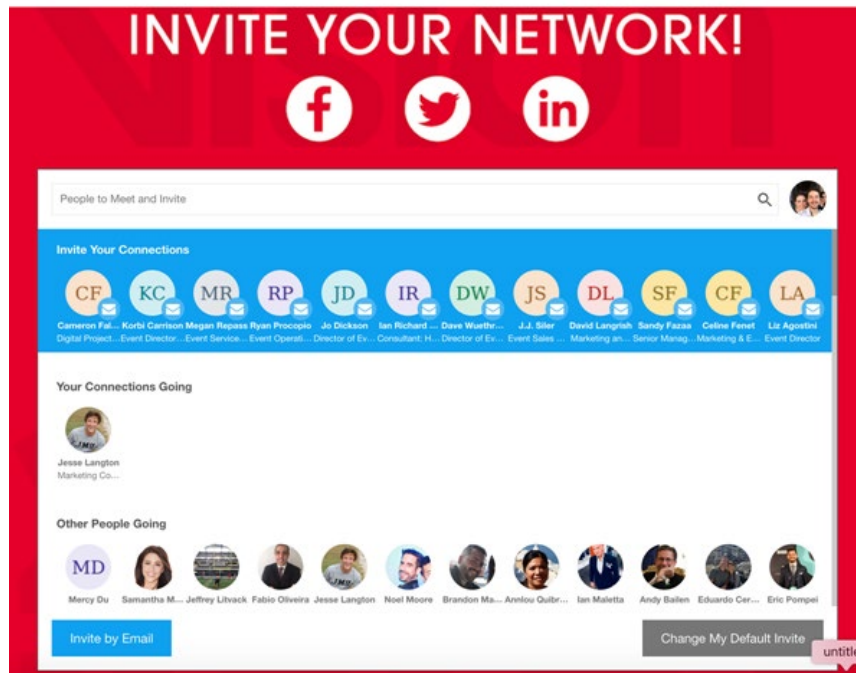


InGo (continued)

If you have a Salesforce account, you can use InGo to send invites to them directly. If you wish to use this function, see below for instructions.

1.

Upon reaching the Invite page, you will see this invitation tool, with your contacts loaded.



2.

Upon clicking the Invite Envelope of a contact InGo has an email address for...



InGo (continued)

3.

This screenshot shows the InGo invitation creation interface. It features three main input fields: 'Recipients' at the top, 'Subject' in the middle, and a large 'Message' area at the bottom. A red border highlights the entire form. Green arrows point to each of these fields with the labels 'Recipients here', 'Subject line here', and 'Message here'. At the bottom of the form, there are three buttons: 'Back' on the left, 'Send Group' in the center, and 'Send Individually' on the right. The 'Send Group' and 'Send Individually' buttons are highlighted with green boxes, and a green arrow points to them with the label 'Choose sending option'.

4.

This screenshot shows the 'People to Meet and Invite' screen in the InGo app. It displays a list of suggested invitees under the heading 'Invite Your Connections'. Each invitee is represented by a circular profile picture and their name. Below this list, there are sections for 'Your Connections Going' and 'Other People Going', each showing a list of people who are already invited. At the bottom left, there is a blue button labeled 'Invite by Email', which is highlighted with a green box and a green arrow. A green text annotation next to it says 'If you want to manually add email addresses for sending invites, click here'. On the bottom right, there is a grey button labeled 'Change My Default Invite'.

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