I'm exhibiting! Now what?

Use these simple tips to promote your product and involvement at the exhibition.

Social Media Tips

Use the official SPIE conference hashtag and topical hashtags

The hashtags for Photonics West and BiOS are: #PhotonicsWest and #SPIEBiOS.

Complement this with hashtags relevant to your company and product offerings, such as #photonics, #manufacturing, #metrology, #biomedical, and others to increase visibility.

Use video to show off your product

Video content is incredibly popular, and some social media platforms even give more visibility to your post if it includes a video.

Explain your products in a short clip to gain interest, then invite people to come by your booth to see the product in action!

Introduce future customers to your team

Using a video, or a series of photos, introduce your onsite team to your social media audience. Customers like to get to know the people they will do business with, and social media is a great place to showcase your team's personality!

Even if you are a team of one, you can still make it fun! Share a behind-the-scenes moment setting up your booth, or a selfie with attendees at your booth.

Engage in social media conversations with conference attendees

Follow along with the activity under the conference hashtag(s), and if there is an appropriate opportunity to comment on an attendee's post, go for it! Let them know your product can help their research, or entice them to check out your booth by sharing a cool photo of your swag!

Example Posts (click to tweet):

Announce exhibition

We are excited to exhibit at SPIE @PhotonicsWest! Register now to visit the team at our booth. #PhotonicsWest

Thank you after the event

Our team had a great time @PhotonicsWest! Learn more about what we debuted here: [insert link to your website] #lasers #3dprinting

SPIE Accounts to follow, like, share, and tag

LinkedIn: SPIE Company Page

Twitter: @PhotonicsWest

Facebook: @SPIE.org

Instagram: @spiephotonics

SPIE Photonics West | #PhotonicsWest
@PhotonicsWest

Kick off your week at #PhotonicsWest by visiting us at Booth #1234! Meet our friendly #SPIE staff and learn how to get 10 free #SPIEDigitalLibrary downloads.

See you soon 👋

11:34 AM · Aug 20, 2020 · Twitter Web App

SPIE.