



### **More info about the Exhibitor Spotlight social posts...**

We have spent the last few weeks working on ways to improve our online and social media marketing efforts. New this year includes weekly posting original articles and content starting in December 2017, on not only our website but also on various social platforms, including Instagram, Twitter, our Facebook page and Facebook Event, Pinterest, and perhaps even YouTube. This is based on a pre-determined schedule, and we welcome your joint partnership to add even more great content, which helps to cross-promote all of our businesses.

**The hashtag on all social platforms for this year's show is #FVWeddingFest2018.**

Please feel free to use this hashtag on all your own social posts related to your business presence at the festival, and to encourage your affiliates and friends to do so as well. We will index posts with this tag on our website, using a running feed in our sidebar. You should start to see content with this tag appear about mid-December.

*Perhaps the biggest change this year will be to highlight certain exhibitors as part of our social media strategy.* On alternate days to our own original posts mentioned above, we will also create graphic or photo posts on all our platforms every week, highlighting one vendor each time, until the week of the festival. Due to time and date constraints, only the first 16 exhibitors to sign their contracts with Events Plus will be able to get this extra marketing advantage.

This highlight will be FREE to all 16 of these exhibitors, included in your fee for your booth. It is first-come, first-served. If you are one of the first 16 exhibitors to sign your contract, but don't wish to take advantage of this opportunity (but why on earth would pass up this option??!?) your spot will be passed onto the next exhibitor in line.

The post will consist of one photo highlighting your product or service (see below for details) plus a short sentence or two introducing you to our audience, up to 4 hashtags, tagging your social ID or "handles" on up to 3 social platforms, plus a backlink to a URL that you specify.

An example of a similar post:

## Graphic post example:

Square image



Will also include a link back to URL of your choice  
May also include your logo embedded in the image.

To take advantage of this chance to cross-market to another audience, here's what we need from you;

- A square graphic at least 1080x1080 pixels, full colour, and RGB rather than CMYK. (But if you need it converted or cropped to a square, we can help with that, as long as you send us a raw image that's large enough.)

Note: If you have a graphic designer that can create a custom graphic for you, we'd be happy to use that, subject to approval by Events Plus Management. Please see examples at our own streams, noted below.

- Your domain name, or social media handle that you'd like us to use to tag you in our posts.
- If possible, your logo graphic for use in or over the photo. If you have this in vector or transparent PNG form, that is preferred.
- Your value statement for your business. By this we mean something like, "Makers of the greatest wedding cakes this side of Ontario!" or, "Custom veils for the discerning bride", or etc. Due to constraints on social media, please try to limit this to about 50 characters.
- A specific contact person for your business, so that we can reach out when necessary and to confirm details about your post.

You can email all of the above info to us at [peggy@fraservalleyweddingfestival.com](mailto:peggy@fraservalleyweddingfestival.com), including the images as an attachment.

Once your post has been created by Peggy, we'll show it to you before it gets posted. Yes, we can work with you for minor changes, but please understand we're trying to keep things aligned to the style of the show. We will assign your post a date at our discretion between December 13th through April 7th. We reserve the right to refuse any submissions we deem inappropriate or which are not submitted in time.

If you have questions about this program, or to get specific instructions or help for submissions, please email [peggy@fraservalleyweddingfestival.com](mailto:peggy@fraservalleyweddingfestival.com).

We hope this adds significant value to your presence in this festival, and we know you're also looking forward to maximizing this opportunity to market to families in our home community.