



BETTER / TOGETHER

JULY 25-27, 2017 | CONFERENCE JULY 24-26

This is suggested copy for SuperZoo 2017 exhibitors to customize and post on their social media platforms. We recommend posting at least once per week beginning in March.

Sample Posts for Facebook:

We're exhibiting at @SuperZoo in Las Vegas. Register today and join us at the standout pet retail event of the year! <http://www.superzoo.org>

Looking forward to exhibiting at @SuperZoo in Las Vegas in July. Come see us at booth <#> where we'll be <unveiling/showcasing product/service>. <http://www.superzoo.org>

Join us at @SuperZoo in Las Vegas, July 25-27. We'll be exhibiting in booth <#>. <http://www.superzoo.org>

Please note: simply copying and pasting these posts will not tag SuperZoo on Facebook. Facebook requires manual tag entry, so you will need to type in @SuperZoo in order to tag the event in your post.

Sample Posts for Twitter:

We're exhibiting at @superzootweet-visit us at booth <#>! <http://www.superzoo.org> #SZ17 #petproducts #bettertogether

Will we see you at @superzootweet this July in Las Vegas? We'll be exhibiting-check out our booth! <http://www.superzoo.org> #SZ17

We'd love for you to visit our booth at @superzootweet in July so we can be #bettertogether <http://www.superzoo.org> #petretail

<Unveiling/showcasing product/service> at @superzootweet in Las Vegas— stop by and say hi! <http://www.superzoo.org> #SZ17 #petproducts