



SOCIAL MEDIA FOR TRADE SHOW PROMOTIONS

AN EDUCATIONAL WEBINAR PRESENTED BY **Skyline**[®]
exhibits · graphics · services

Social Media for Trade Show Promotions

- Which websites
- Many examples of successful content
- Best use of each social media site



Sofia Troutman

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Product Innovation Manager
at Skyline Exhibits



Matt Bohar

Sr. Database Marketing
Analyst at Skyline Exhibits

Share Your Thoughts on the Webinar!

On Twitter, Instagram,
Facebook or LinkedIn:

#SkylineWebinar

@SkylineWebinar



6 Great Reasons To Do Social Media for Trade Show Promotions

1. **Increase awareness**, exposure, visibility of company brand and new products
2. **Drive greater traffic** to the booth and other events you host at the show
3. Easiest way to **reach a large group**
4. **Set up meetings** with prospects, clients, press, and bloggers
5. **Increase attendees engagement** during show
6. **Reach audience** that missed the show and attendees who missed you at the show





facebook®

2.23 billion users
1.5 billion daily active users



twitter

326 million monthly active users
100 million daily active users



LinkedIn®

500+ million users
160 million active monthly



You Tube™

1.9 billion users
5 billion videos watched a day



Instagram

























1 billion active monthly users
100+ million photos & videos uploaded per day








WordPress

400+ million blogs worldwide
175 million unique visitors

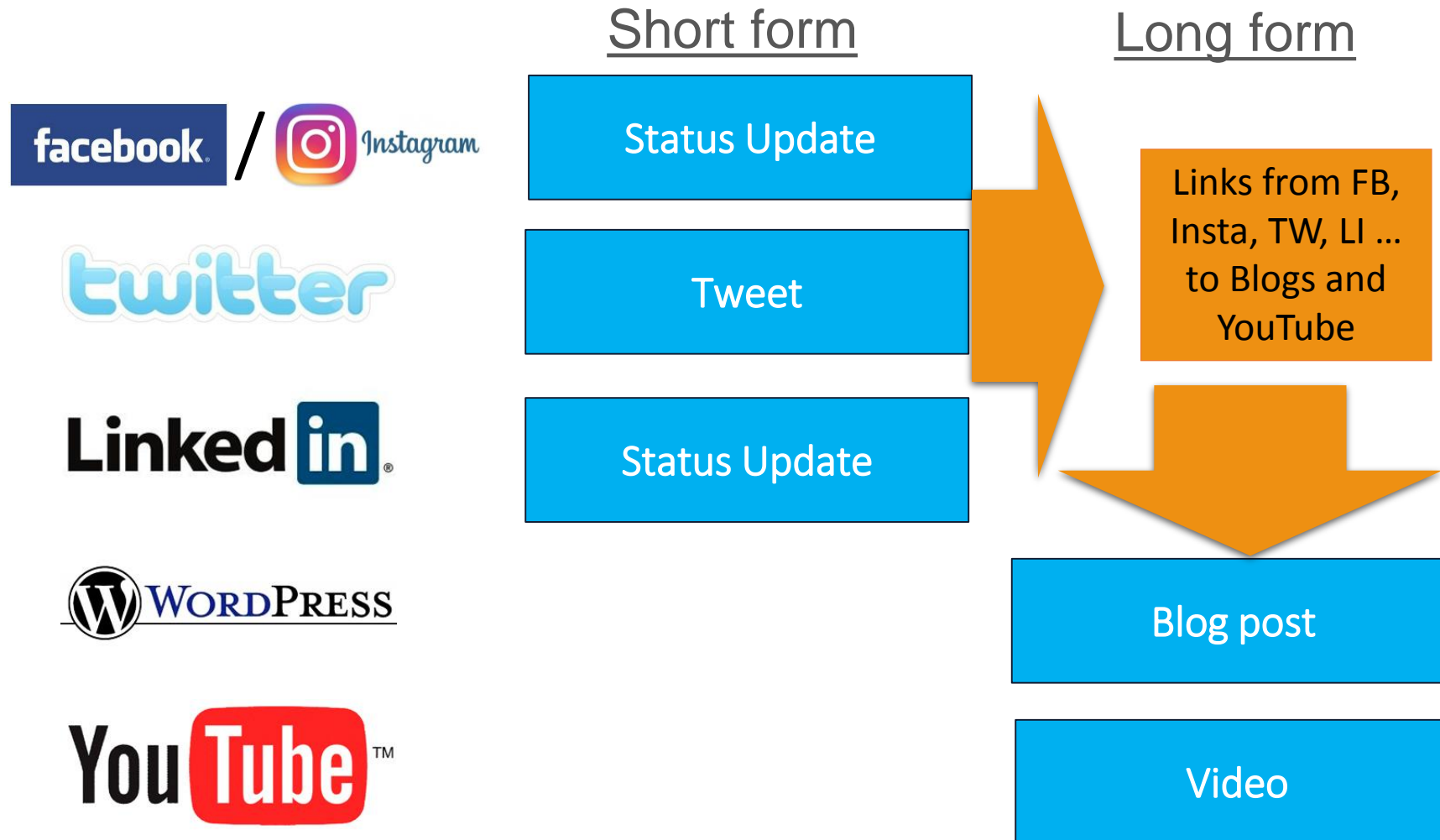
Which Social Media Sites for Trade Show Promotions?

	<u>Pre-Show</u>	<u>At-Show</u>	<u>Post-Show</u>
			
			
			
			
			
			

What size content to post on each site?

	<u>Short form</u>	<u>Long form</u>
	Status Update	Video
	Tweet	
	Status Update	Post, Group Discussion
		Blog post
		Video

Share links to long form sites via multiple updates on short form sites



Tweet has a link to ...



... YouTube video showing products they will have at CES



“What if we have an (older, non-techy) audience not on Social Media?”

1. **BLOG:** Write a blog post about why they should visit you at the show, and send emails that link to it
2. **YOUTUBE:** Upload a YouTube video about why they should visit you at the show, and embed them in your website and emails



“But what do we say on social media?”

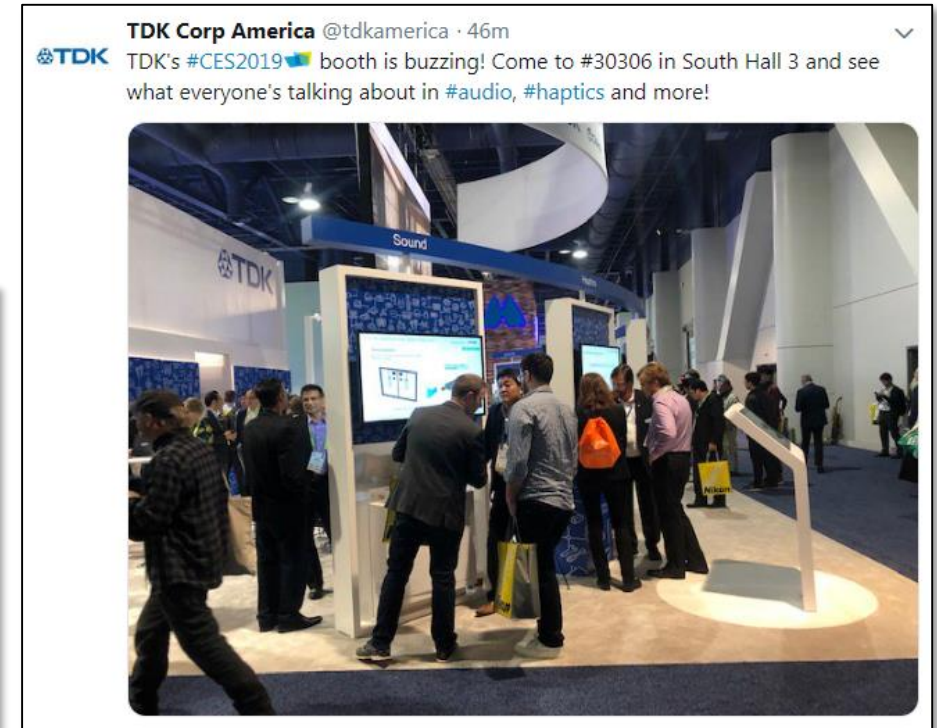
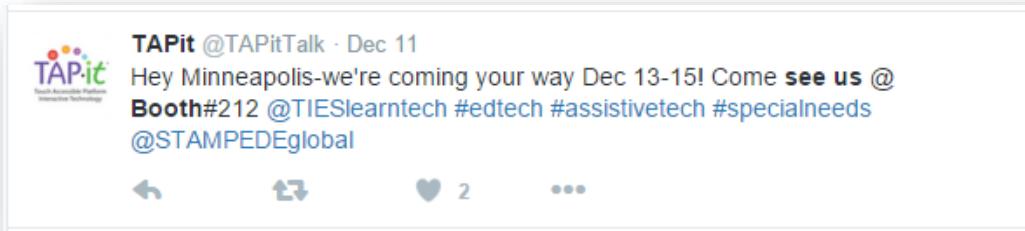


There's lots of content you can share!

30 Social Media Content Ideas For Your Trade Show Promotions

**... and you can do
more than one idea
at a time in your
messages!**

1. Show name, your booth number, date you will be there



2. Your new product launch

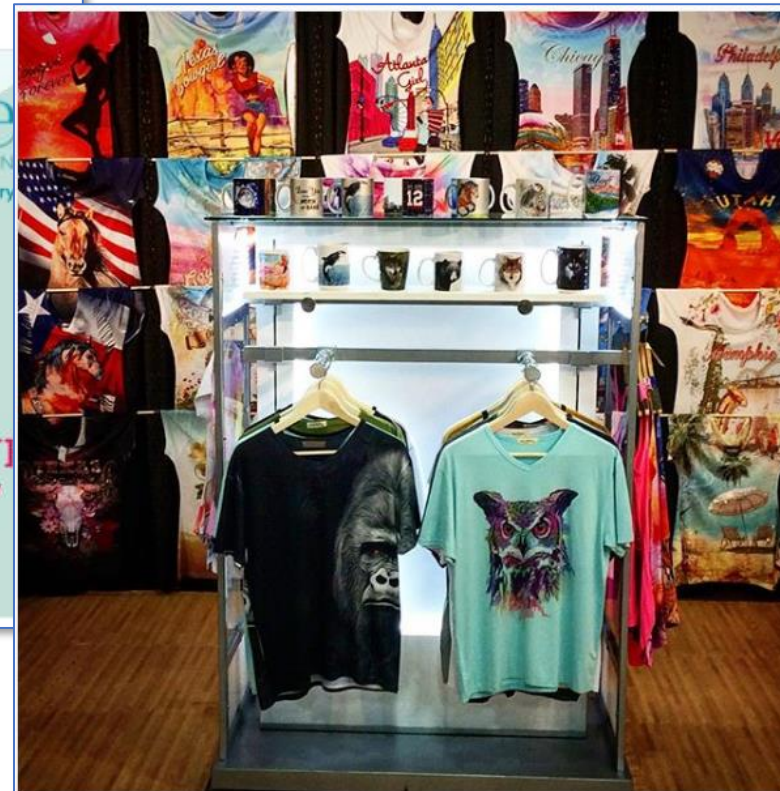
MSH @MissShorthairUK · 12h



We are very excited to be launching our SS19 Collection at the Spring Trade Shows, starting with Top Drawer this Sunday!

Come and see us at one of the shows below for a first look at our best Spring/Summer collection yet!

#MSH #missshorthair #wholesale #SS19 #tradeshow



sweet.gisele • Follow
Gatlinburg Convention Center

sweet.gisele #introducing the #launch of our #mens #collection at the @smokymtngiftshow in @visitgatlinburg #tennessee! ☐
#monday #mondaymood #shop #online #store #tradeshow #mug #rhinestone #apparel #animal #destination #zoo #zag #souvenir #resort #gift #instagood #sweetgisele



25 likes

NOVEMBER 5, 2018

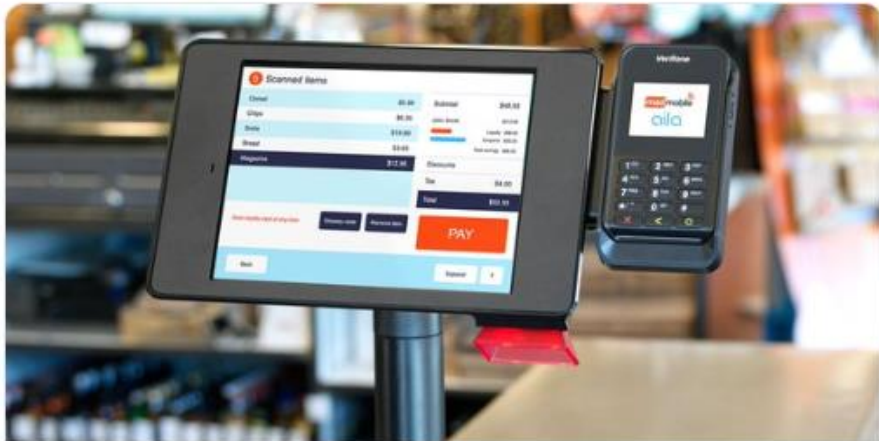
Add a comment...

3. Show-specific product offerings



Aila Technologies @AilaTech · Jan 9

Need a sleek, seamless, #iOS-based self checkout? Aila and @MadMobile have partnered to showcase scalable, user-friendly solutions. Learn more at Aila's booth 1240 at #nrf2019



Aila + Mad Mobile: The Future of Self Checkout and mPOS - Aila Tech...

Aila and Mad Mobile have partnered to deliver powerful, intuitive checkout solutions that are easy to use and simple to deploy.

ailatech.com



Agio International @AgioFurniture · 21h

There is still time to schedule! Make it a priority and plan to join us as we introduce 2020 Collections from our new brand @ApricityOutdoor at the Winter Las Vegas Market on January 27-31 #lvmt #outdoorelevated



4. Product Demo Locations



5. Talks and presentations by your experts in your booth or for the show



6. Special events and workshops you are hosting during the show



7. Show activities sponsored by your organization

Invention Home
December 15 at 8:40am · 🌐

Invention Home is pleased to announce our sixth consecutive year sponsoring the "Inventors Spotlight" area at the 2016 National Hardware Show. The tradeshow takes place on Wednesday, May 4 – Friday, May 6, 2016 in Las Vegas, Nevada.

<http://inventionhome.com/.../invention-home-teams-with-natio.../>



2016 National Hardware Show

InventionHome.com - Helping Inventors Patent, Protect, Market and...

Invention Home is pleased to announce our sixth consecutive year sponsoring the "Inventors Spotlight" area at the 2016 National Hardware Show. The...

INVENTIONHOME.COM

JG Speedfit @JGSpeedfit · 31 Oct 2018

We are attending AND **sponsoring** the #HBRshow18, Harrogate starting 2nd - 4th November! Who's coming? #JGSpeedfit #TradeShow @MyHomebuilding



Homebuilding & RENOVATING SHOW

kloeber **JG Speedfit**
OFFICIAL SPONSORS UNDERFLOOR

8. Show discount or specials

UBM Adv Mfg @UBMAdvMfg · Jan 9

If the early bird gets the worm, what does the super early bird get? Up to \$550 off your **#BIOMEDevice** Boston conference pass if you register by Feb 1! Get immersive education covering R&D, product development, embedded design, & IoT. Claim your pass here: ubm.social/ESCTw



Super Early Bird Discount

TAKE UP TO
\$550 OFF
PRICES GO UP FEB 1



BOOTH #3252



PGA
2019 MERCHANDISE SHOW

10 % OFF
DURING PGA SHOW

Enjoy Capto!
Happy putting with us!

captogolf • Follow

captogolf Get your 10% off during Orlando PGA SHOW (Wed-Fri, Jan 22-25) and pick up your Capto unit.

We are happy to meet you at our booth No.# 3252

Looking forward seeing you there!

Enjoy Capto !
Happy putting with us!

@captogolf
@pgagolfshows

#captogolf #captoputting #capto #puttingwork #puttingpractice #puttingcoach #puttingtechnology #puttingtech #shortgame #technology

41 likes
7 HOURS AGO

Add a comment...

9. Offer a gift card if they visit you in your booth

IDEX H&S @IDEXHandS · 9 Dec 2018

Stop by booth #705 today through Tuesday at the ASCB EMBO Meeting. Discuss your cell culture habits based on application for a chance to win a \$25 **gift card**.
#ascbembo18 #tradeshow



Visit Us Today
Booth #705

DISCUSS YOUR CELL CULTURE HABITS BASED ON APPLICATION FOR A CHANCE TO WIN A \$25 GIFT CARD.

SIS Wholesale Insurance Services @sis_wholesale · 22 Oct 2018

SIS is coming to Sacramento's Big "I" Day! Come visit us at BOOTH #401 and enter to win a \$50 Visa **Gift Card**!
#SIS #SISWHOLESALE #BIGIDAY #IBASACRAMENTO #TRADESHOW #SACRAMENTOCONVENTIONCENTER



WHOLESALE INSURANCE SERVICES

BIG "I" DAY
TUESDAY, OCTOBER 23, 2018
SACRAMENTO CONVENTION CENTER

**VISIT US
BOOTH #401**
ENTER TO WIN \$50
VISA GIFTCARD!
2 winners will be selected

See You There!

10. Games, contests, prizes in your booth



11. Tell about free food and beverages in your booth



12. Offer free registration to the show



13. Come meet celebrity in the booth

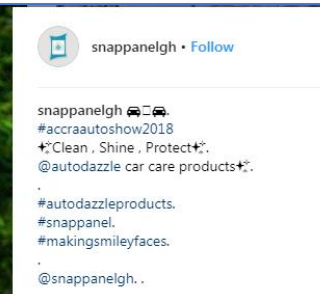
... and leverage their own social media followers!



14. Photo opportunities for attendees in your booth



14. Photo opportunities for attendees in your booth



Multiplier Effect:

Attendees share your message with like-minded peers

15. Who will be staffing your booth

Medi8 Golf @Medi8Golf · 10h
Team Medi8 are looking forward to heading to the @PGAShow. We'll be showcasing new products, introducing new clients and discussing exciting campaigns coming up in 2019! It's set to be our busiest year yet!

#11daystogo #PGAShow



A photograph of three people (two women and one man) smiling for a photo at a trade show booth. The man is wearing a dark jacket and glasses. The woman on the left is wearing a grey blazer, and the woman on the right is wearing an orange top. In the background, there is a sign that says "The MAJOR of Golf Business" and a PGA logo.



tidaleffects • Follow

tidaleffects The Dream Team! 🥰Booth #1556 - having fun on day 2 of Surf Expo! Thanks to Kathy for modeling our Tidal Effects Bristol Beach Coverup around the show floor today! @stefology101 @nancysawyer7 @surfexpo #tidaleffects #surfexpo #wholesaleclothing #tradeshowlife #orlandoflorida

VITOfiltration @VITOFILTRATION · Jan 9
Week 2 in 2019, first trade shows already started! Step by at Horecava RAI Amsterdam - **Team VITO** Frituurolefilters Benelux is looking forward to welcome you at the #blackandyellow booth.
#vitofilter #tradeshow #letsgo #lastchance #oilfiltersystem



A photograph of four people (three women and one man) standing together at a trade show booth. The booth has a large sign that says "BLACK & YELLOW" and "Hall 08 Booth #203". The people are wearing yellow and black clothing. The man is wearing a dark jacket and glasses. The women are wearing yellow and black tops. They are all smiling.

Last Chance tomorrow to visit us at Horecava, Amsterdam 🇳🇱

16. Post pictures & videos of your booth after the show starts




17. Announce winners of prizes awarded at your booth



18. Create interaction with attendees




19. Key prospect names you want to see



Christopher Ankney @ChrisAnkney · 11 Mar 2013


@ViolinMonster Hey there! Have a pass for you if you **want** to stop by the umich booth at the **trade show** today - Hope **to see you!**

Reply Retweet Like



Dayna Martin @DaynaMartin · Feb 7


Looking fwd to enhancing our trade show strategies at the #ExhibitorLive Conference #Marketing #professionaldevelopment



Skyline Exhibits @SkylineExhibits

Receive your FREE guest pass to #ExhibitorLive from @EXHIBITOR
bit.ly/2jNgcDs

Reply Retweet Like 3




Skyline Exhibits @SkylineExhibits


Replying to @DaynaMartin

We hope to see you there!

LIKE 1



20. Personal invitations to current contacts



Oliver Büscher
Sales Manager bei Heyden-Securit GmbH

Follow

See you at CARTES show in Paris!

Nov 10, 2015 | 64 views | 6 Likes | 2 Comments | [in](#) [f](#) [t](#)

Heyden-Securit GmbH will be exhibiting at the **CARTES tradeshow in Paris**. Find us at the show **on booth 3 E 062** together with **UltraID** to take a look at all our products and services.

I will be in Paris from Tuesday, 17th to Thursday, 19th lunch time. Please feel free to **arrange an appointment** with us or just have a smalltalk and a cup of coffee.

The Magicard Rio Pro Xtended and new HELIX retransfer

Spend some time on our booth to see all our exciting new innovations, including the brand new **TrustID Mobile app** and our new solution for the instant issuance of financial cards. Also featured will be our specialist labelling, price tag and event cardprinter, the **Rio Pro Xtended**, and of course the groundbreaking **Magicard Helix retransfer** printer, which will be available for orders at the show.

Feel free to give me a call or send an e-Mail to me. I hope we have the chance to talk to each other.

See you in Paris.

Best regards
Oliver



Shelley Bransten • 2nd
Corporate Vice President, Global Retail & Consumer Goods at Microsoft

1d

I'm in NYC, all ready for NRF! I'm talking to retailers from around the world about how we can help them become even more customer obsessed - and wildly successful for years to come. I hope to see you at the Big Show!



Microsoft at NRF: Delivering on the promise of intelligent retail - The Official Microsoft Blog
blogs.microsoft.com

21. Map how to find you in the expo hall

Napoleon Products @NapoleonProduct · 8 Jan 2018

All geared up for the the official start to #IBSOrlando, with a special **guest** appearance Tuesday from @Make_It_Right , at 11-11:30AM. You won't want to miss out! Find us at **Booth #W3482** #NapoleonProducts #Tradeshow



John Murphy @John_HiTech · 13h

Repairs do not have to be a focal point on your finished concrete floor and I'm excited to show off our Polishable Repair Kit this year at @WorldofConcrete 2019. Come check out Hi-Tech Systems in the South Hall at booth S10750. Hope to see you there! #WOC19 #WOC2019




22. Names of companies that sign major deals with you at the show

 **Stuart Whitehead** • 3rd
Founder, Jefferson Group
2mo • Edited


Derby's **Rolls-Royce** has secured a deal with China Eastern Airlines worth almost £850m. The agreement is for Trent XWB engines that will power a new fleet of 20 Airbus A350-900 aircraft and includes a TotalCare package.

The contract was signed at the first ever China International Import Expo, which is currently taking place in Shanghai.



 **P3 Logistic Parks**
2,873 followers
3mo • Edited [+ Follow](#)

BREAKING NEWS from Expo Real 2018. Captain **David Marquina** and his phenomenal team have secured a 30,000 m2 off-market deal with Airbus at our P3 Illescas park, south of Madrid. Work will start on site before the end of 2018, with delivery is planned for the third quarter of 2019. The park is part of the Plataforma Central Iberum, a 350-hectare sustainable logistics and industrial zone. The new facility has been designed to achieve BREEAM Very Good certification. The new Airbus logistic hub will be the second P3 logistics warehouse in Illescas, where it now has close to 200,000 m2 built or under development. P3 is currently offering a plot suitable for a new 53,000 m2 Build-to-Suit logistics facility on the park. [#airbus](#) [#illescas](#) [#P3illescas](#) [#logistics](#)



P3 signs Airbus for Madrid region logistics park
p3parks.com

23. Names of happy clients who came by your booth



24. Names of partners you met with



25. Be a source for relevant content by reporting on the show itself



26. Trending things for your company



27. Any relevant awards you won just before the show

Whirlpool Corporation
221,110 followers
4d

"This year, we've expanded our CES presence, including smart home products from our larger brand portfolio to showcase how each empowers our consumers to connect to more." - Brett Dibkey, Whirlpool Corporation vice president, brand and strategy in North America. [#ConnectToMore](#) [#CES2019](#)



Whirlpool Corporation Earns Five CES® 2019 Innovation Awards
[whirlpoolcorp.com](#)

Lambay Irish Whiskey Company • 3rd
Lambay Irish Whiskey Company (DAC)
1w • Edited

Wow! Such great news to start the New Year. We just found out that our [#LambaySingleMalt](#) Irish Whiskey was awarded a Gold medal in [TheFiftyBest.com](#) - Best Irish Whiskey during a blind Irish Whiskey tasting! Now that's worth celebrating!

[#irishwhiskey](#) [#lambay](#) [#whiskey](#) [#goldmedal](#) [#thefiftybest](#) [#award](#) [#uncorktheunique](#)



28. Any awards you won at the show

Skyline Exhibits shared Exhibitor Magazine's photo. Published by Kayla Kristine [?] · April 4 at 8:23am · 🌐

Our staffers having fun celebrating the Best of Show-Large Booth Award at ExhibitorLive! It's Vegas after all!
<http://www.skyline.com/.../skyline-global-h.../news/bos-award-17>




Exhibitor Magazine with Nik Fradgley at 📍 Mandalay Bay Convention Center. April 3 at 3:39pm · Las Vegas, NV · 🌐

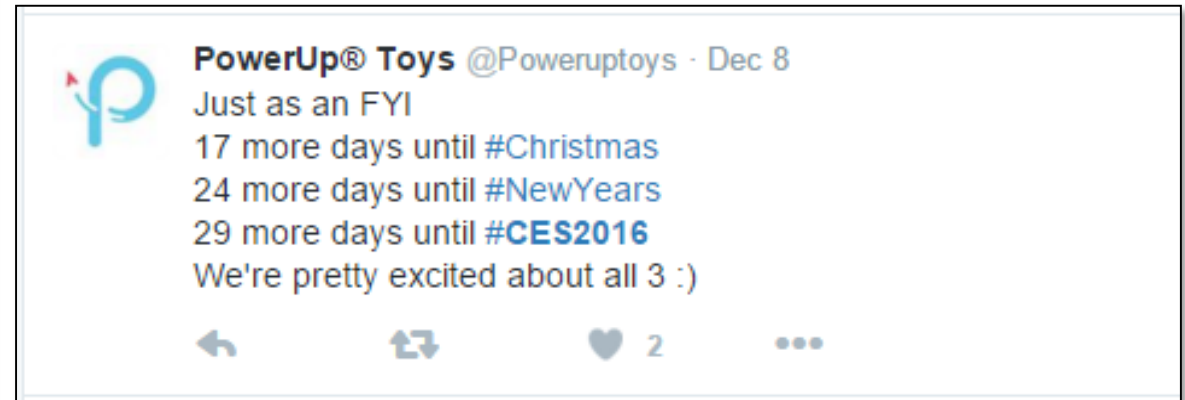
Best of Show Large Booth: Skyline Exhibits
Photo: Exposures, Ltd. Photography

BYTON
39,459 followers
3d [+ Follow](#) ⋮

It's been a busy week here at CES Las Vegas and a very memorable one. We'd like to thank [Edmunds](#) for naming BYTON as the winner of the 2019 CES Tech Driven Award! Come to our booth and see how we are developing next-gen technology to improve your driving experience.
[#BYTON](#) [#BYTONCars](#) [#BYTONxCES2019](#) [#CES19](#) [#timetobe](#)
<https://lnkd.in/f77-9Ky>



29. Remind them to save the date!



30. Tell the benefits your products and services offer



31 to infinity:



**Create your own
content ideas!**

6 Content Levels For Your Social Media Trade Show Promotions

1. “The giveaways, contests, education, prizes, experts, celebrities, performances, presentations, discounts you’ll get when you meet us at XYZ show.”
2. “The prize you’ll get when you watch a demo of our new product at XYZ show.”
3. “Proof of the breakthrough benefits of the new products we will demo at XYZ show.”
4. “The new products we will have at XYZ show.”

Try for one of these every show

5. “These are the products we will exhibit at XYZ show.”
6. “See us at the XYZ show.”

Only do this with photos/videos

Social Media and Trade Shows: Not competitors, but natural partners!



Social media promotes
your trade show
presence



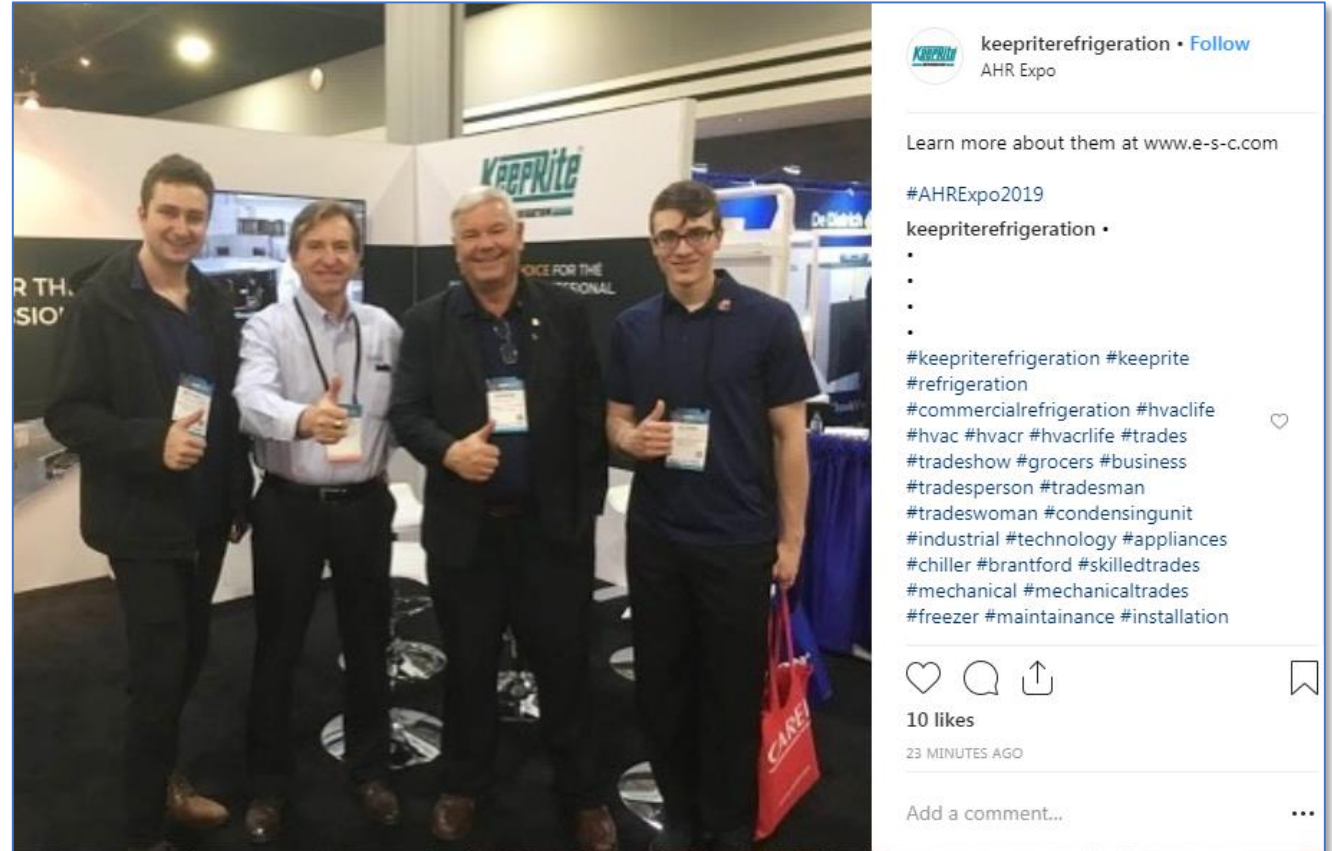
Trade shows make
great content for
social media

Specific advice for each site



#Hashtag

To help get found, use the show's hashtag with Twitter, Facebook & Instagram posts.



The image features the Facebook logo, which consists of the word "facebook" in a white, lowercase, sans-serif font, followed by a registered trademark symbol (®). The logo is centered within a dark blue rectangular box. This box is set against a larger background of a lighter blue color, which is densely populated with a repeating pattern of small, white, stylized icons. These icons represent various digital and technological concepts, including mobile phones, Wi-Fi signals, speech bubbles, cameras, lightbulbs, and the letters "LTE" and "HD". The overall composition is clean and modern, emphasizing the brand's connection to digital communication.

facebook®

When should you use Facebook for business marketing? Any of these:

1. You have a consumer product (even if you exhibit to reach B2B distribution)
2. You already create content for Twitter and LinkedIn
3. You have very high average sales price
4. You have committed customers
5. You have a long sales cycle
6. You have a high market share
7. You can afford to pay for access to all your Facebook followers

THE ISSUE WITH

facebook®

How many of
your followers
you think see
your Facebook
status updates

How many
actually do
... for free



Yet, Facebook CAN produce results

12,000 views
600+ likes
via Facebook!



Same show promo video gets 5 times views on Facebook versus YouTube



7,000 views
on Facebook



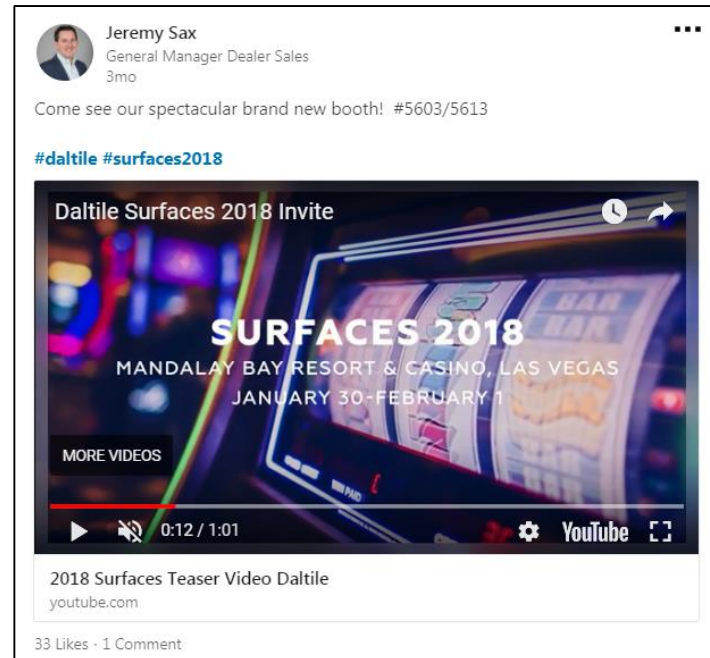
1,429 views
on YouTube



Why LinkedIn is the new favorite:

1. Large, growing audience is all B2B
2. Great connections with less effort than Twitter
3. Status update better than Twitter
4. Groups exist for your prospects – even trade shows
5. People are following you and your company
6. Communicate with prospects via status updates, group discussions, posts, and InMail

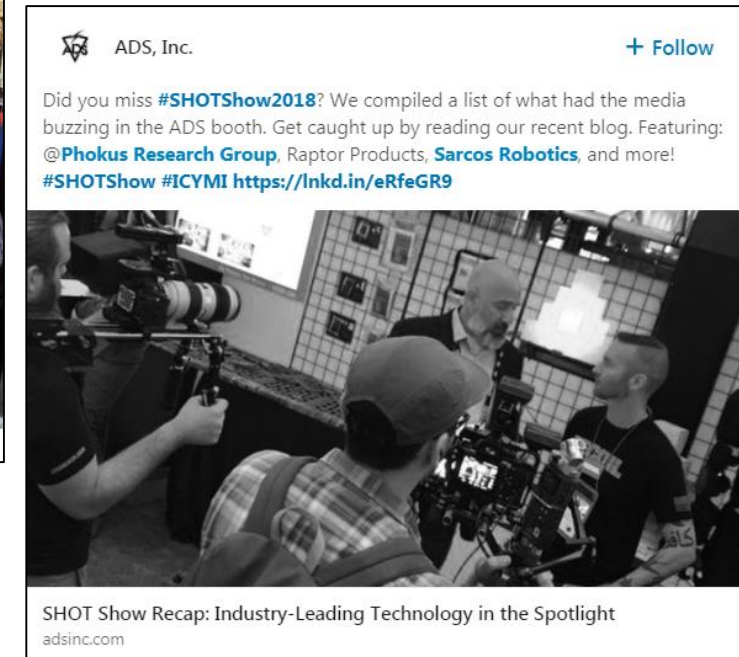
LinkedIn Status Update, Pre-, At-, and Post-Show Promotions and Videos



Pre-Show



At-Show



Post-Show

LinkedIn Posts as a Pre-Show Promo



PartsBase Exhibiting at NBAA 2015 in Las Vegas

Nov 12, 2015 | 54 views | 12 Likes | 0 Comments | [in](#) [f](#) [t](#)

Next week, PartsBase will be exhibiting at NBAA in Las Vegas. If you are attending, please stop by Booth # C12648 to check out some of our new features including our market pricing and other new updates to the PartsBase platform. We continue to help companies be recognized as leaders in their industry with our ever expanding Aviation and Aerospace community. We look forward to seeing you all there!

Avjet Routing at NBAA 2015

Nov 14, 2015 | 113 views | 5 Likes | 0 Comments | [in](#) [f](#) [t](#)

[Avjet Routing News](#)



Personal Post

Company Post

LinkedIn Groups Managed by Trade Shows



HIMSS

HIMSS is a global, cause-based, not-for-profit organization focused on better health through information technology (IT). ...

7,775 discussions • 164,079 members

[Similar](#)

Join



PACK EXPO [Member]

Welcome to all Packaging Professionals! Join this group for year round connections to the packaging supply chain.

5,034 discussions • 10,085 members

[Similar](#)

Post



CES

If you're in the consumer technology business, nothing compares to CES®. Connect with key players and decision makers, ...

2,911 discussions • 18,360 members

[Similar](#)

Join



IMTS - The International Manufacturing Technology Show

International Manufacturing Technology Show September 12-17, 2016 McCormick Place - Chicago, Illinois


1,446 discussions • 3,493 members

[Similar](#)

View




Pre-show and
post-show group
discussion from
same exhibitor

**Robert Shearin**
National Account Executive at Federal Heath Sign Company

... 3mo

Looking Forward to the NACS Show in October!
We light up Las Vegas! Federal Heath's Gaming provides custom interior and exterior signage, sign maintenance and lighting solutions for the Gaming industry. Bet on a sure thing- Federal Heath Sign.



Federal Heath Sign Company GAMING
We light up Las Vegas! Federal Heath's Gaming provides custom interior and exterior signage, sign maintenance and...

Like Comment

**Robert Shearin**
National Account Executive at Federal Heath Sign Company

... 2mo

Awesome Show This Year, Thanks for Visiting with Us.
A quick look at DuraColor's screen printing and digital imaging turnkey capabilities along with its state of the art finishing equipment. Why go anywhere else for your brand graphics?



DuraColor
A quick look at DuraColor's screen printing and digital imaging turnkey capabilities along with its state of the art finishing...

Like Comment | 1



LinkedIn Trade Show Groups

Find Yours! Search Groups on:

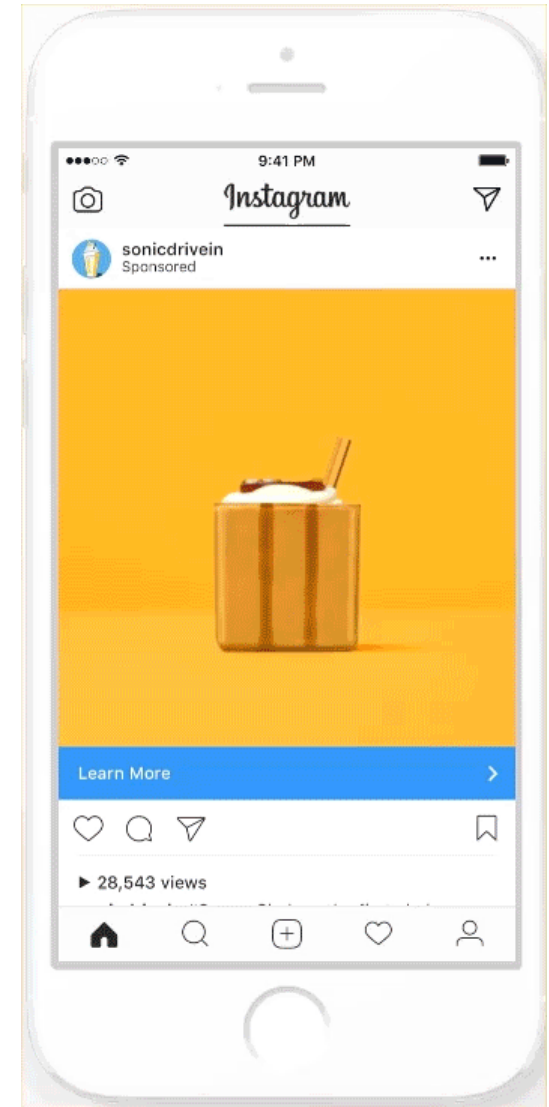
- a) Specific show names you exhibit at
- b) Your industry name + “show”
- c) Your industry or client’s job titles



Instagram

Why Instagram?

- **25 Million+** business profiles worldwide.
- **2 Million+** advertisers worldwide use Instagram to share their stories and drive business results (including Kylie Jenner, so I mean... like, c'mon).
- **60%** of people say they discover new products on Instagram.
- **200 Million+** Instagrammers visit at least one Business Profile daily.
- **80% Increase** in time spent watching video on Instagram.
- **1/3** of the most viewed stories are from businesses.



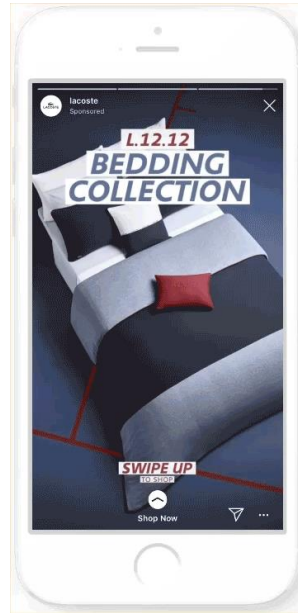
What's the “Swipe-Up”?

- Get followers directly from the app to a product page
- Post photos of your booth on your Story that link directly to your website or microsite
- Makes it easy for your followers and potential customers to make a purchase
- Requirements for “Swipe Up” feature:
 - Must have an Instagram Business Account
 - Must have at least 10,000 followers
- Have over 10K followers? Here is how to do it:
 - Choose your Story image and click the link button
 - Enter the URL where you want users to redirect
 - Add text or emojis tempting your followers to swipe up

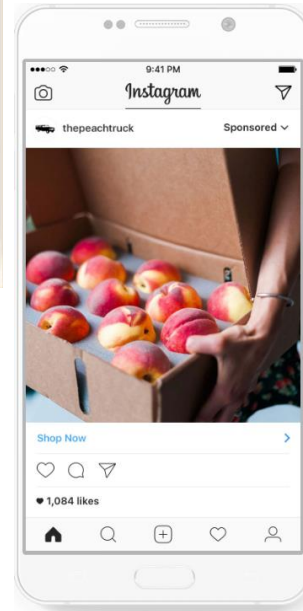


Types of Ads on Instagram

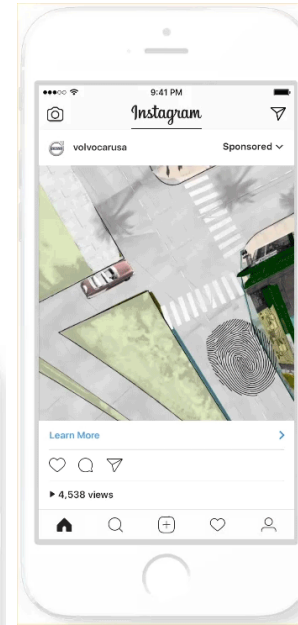
- Stories ads
- Photo ads
- Video ads
- Carousel ads
- Collection ads
- Target your ads
 - Location
 - Demographics
 - Interests
 - Behaviors
 - Lookalike Audiences



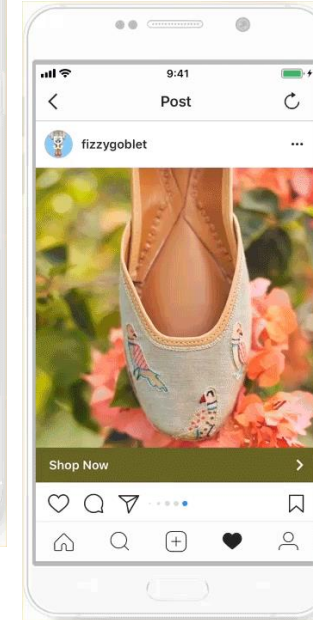
stories



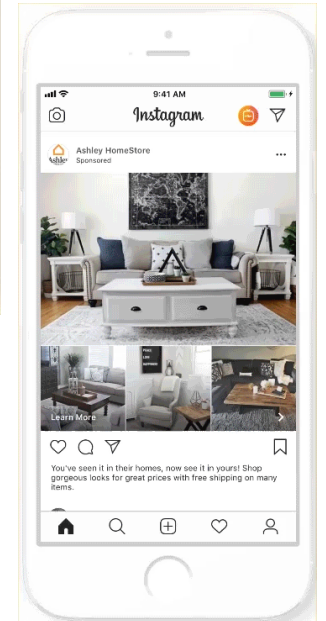
photo



video



carousel



collection

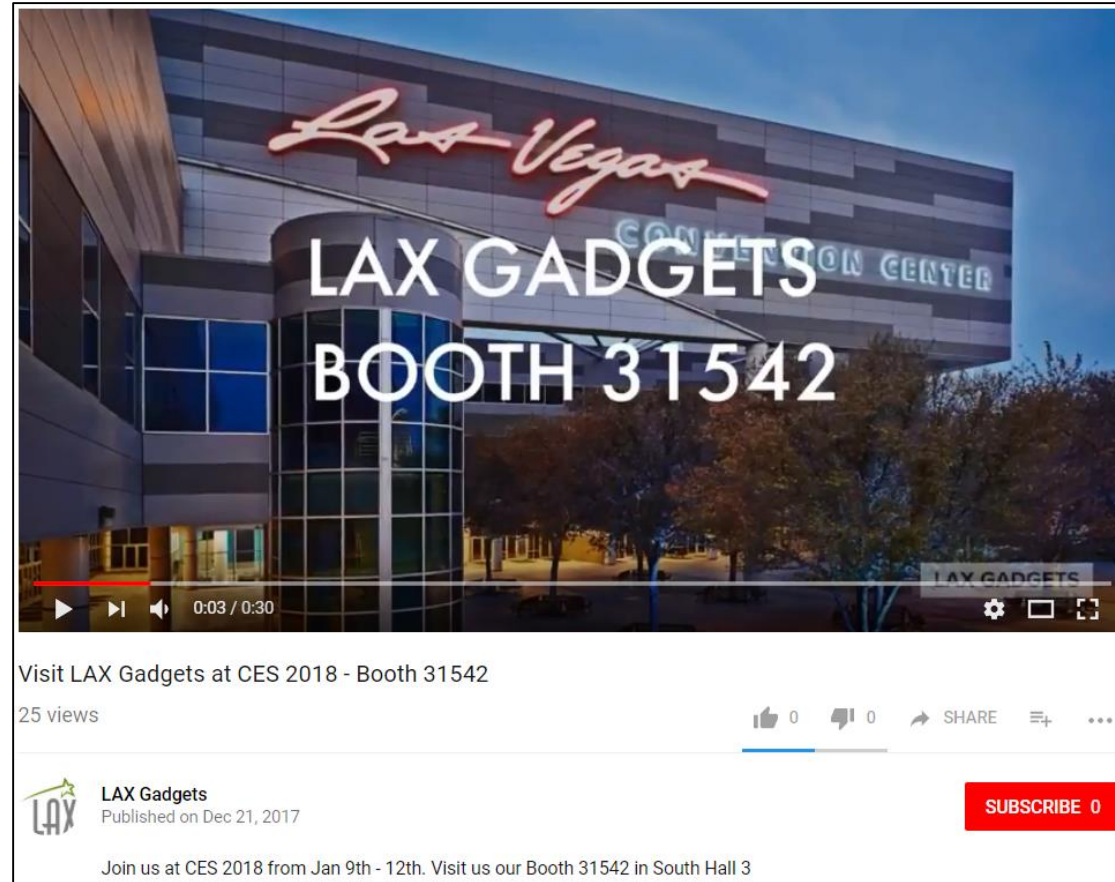


Example of Successful YouTube Pre-Show Promotion: LAX Gadgets at CES

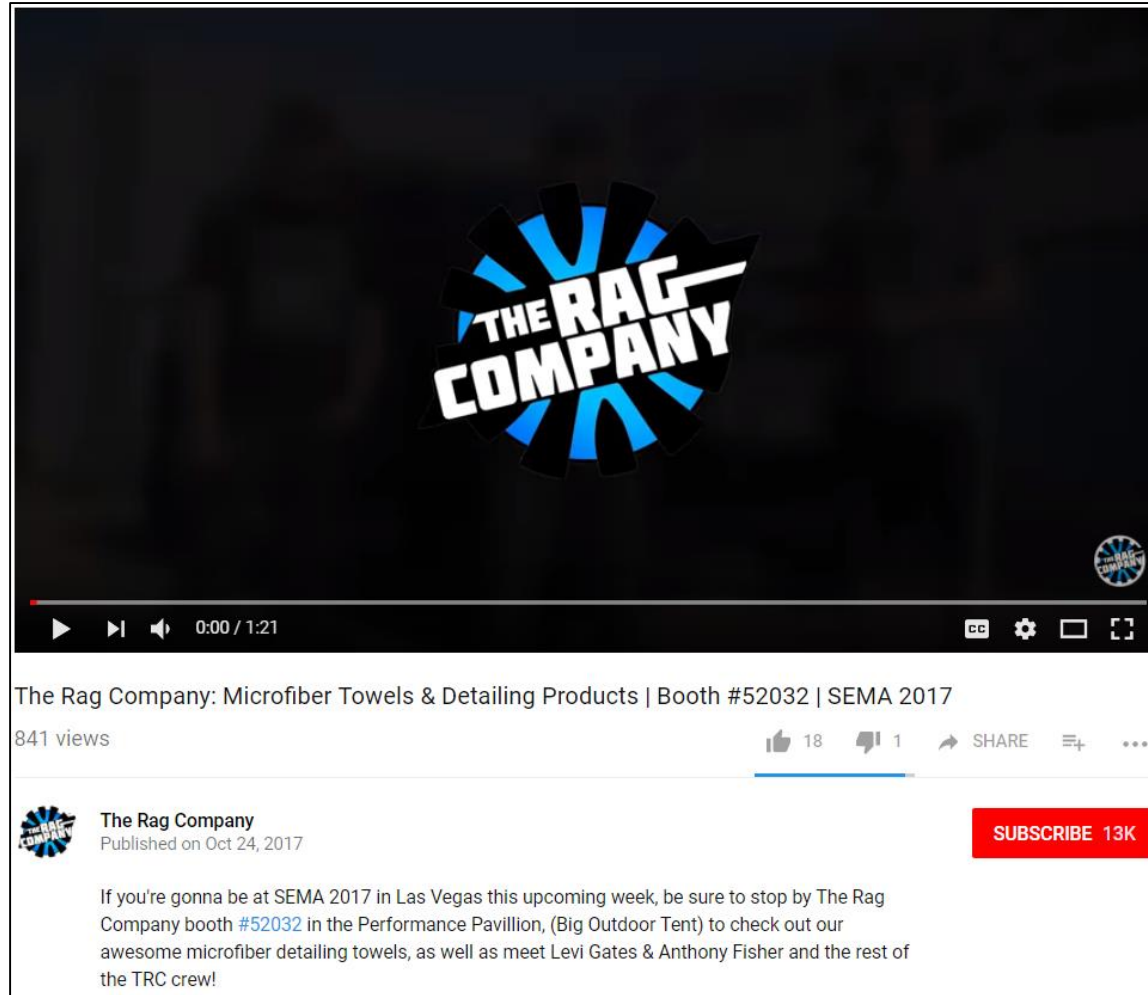


Example of Successful YouTube Pre-Show Promotion: LAX Gadgets at CES

1. *Included show name, year, and their company name in the title*
2. *Gave their booth number*
3. *Included show logo & location*
4. *Gave reasons to visit at show (new products)*

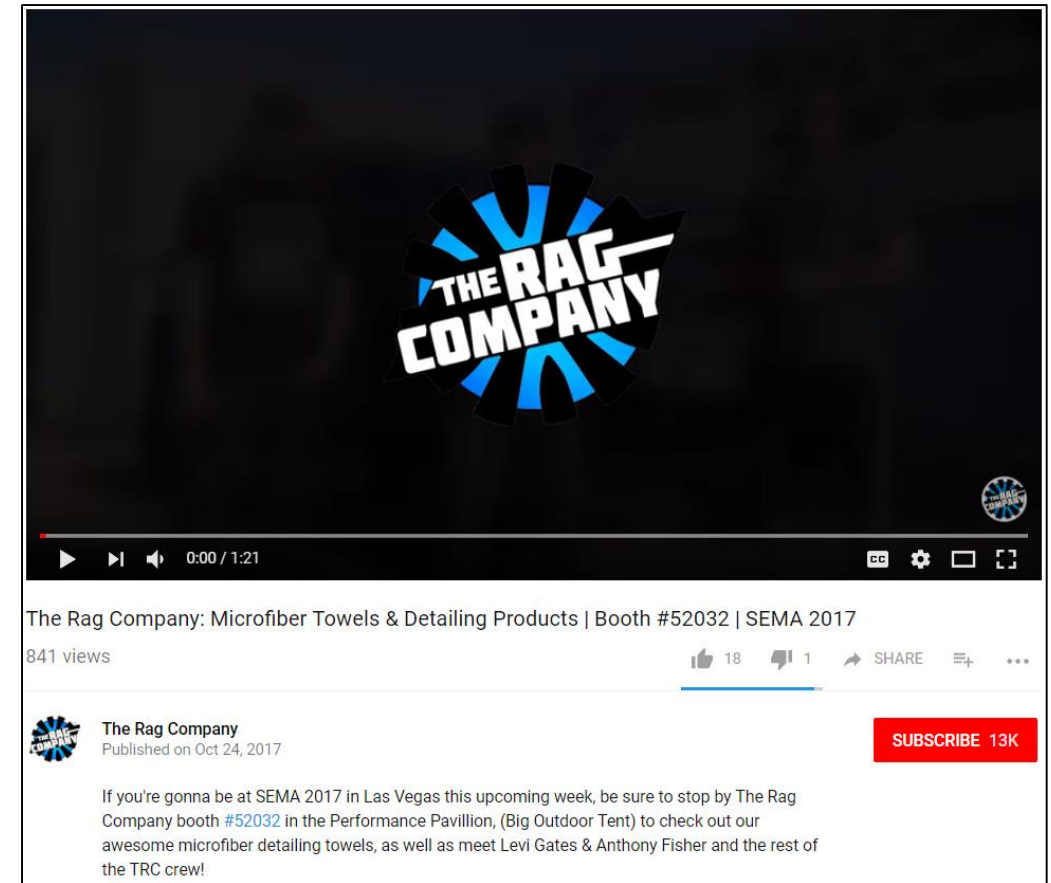


Example of Successful YouTube Pre-Show Promotion: The Rag Company

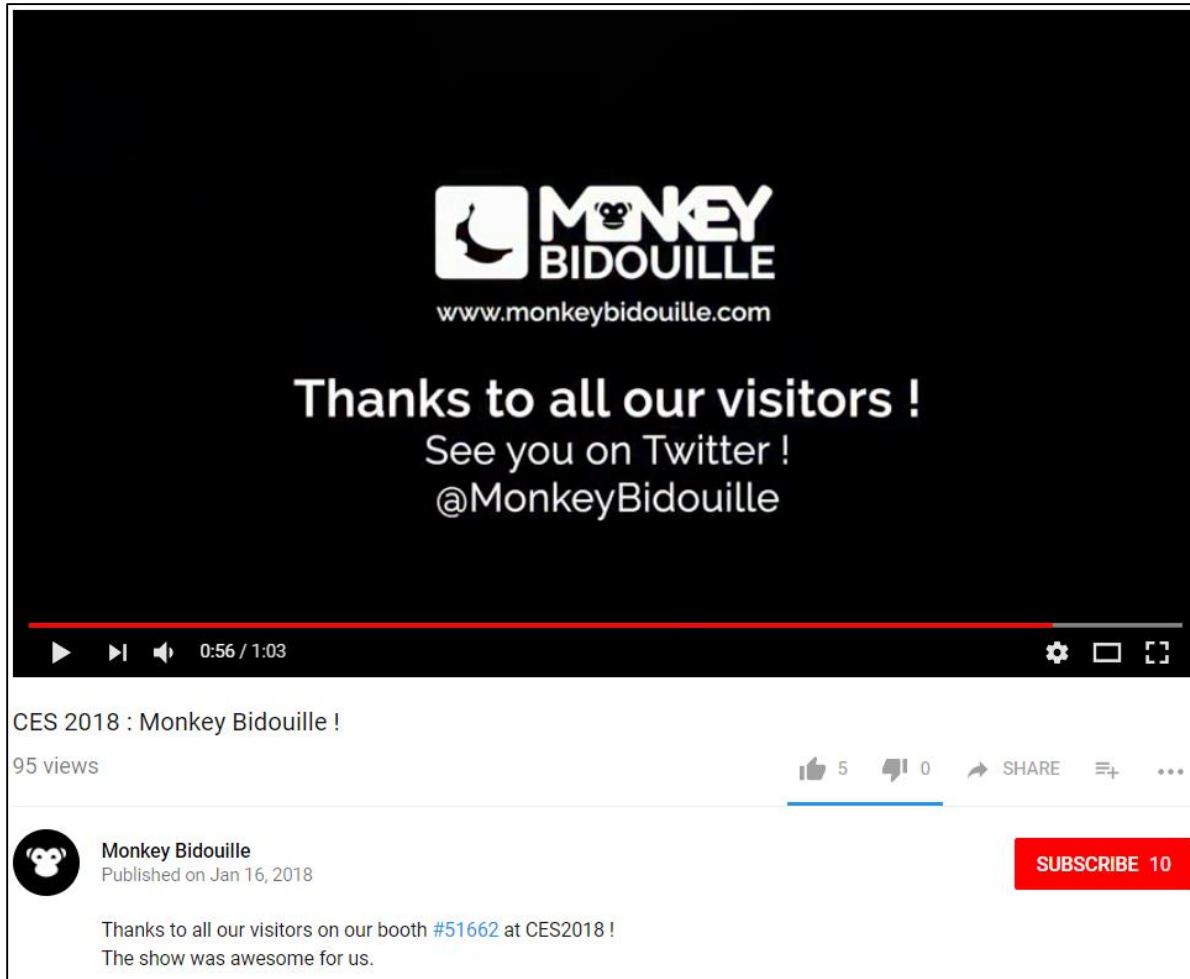


Example of Successful YouTube Pre-Show Promotion: The Rag Company

1. *Included show name, year, and their company name in title, as well as featured products and booth number*
2. *Video features how to find their booth, featured products, Twitter handles, and a cross-promotion*

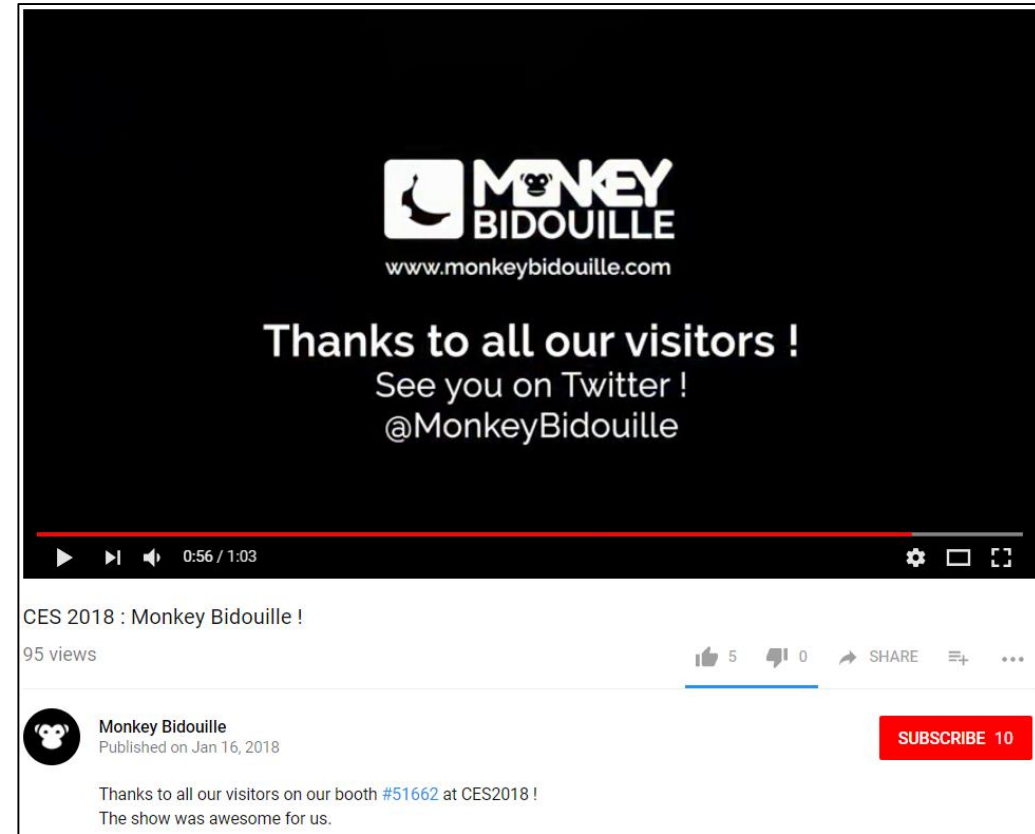


Example of a YouTube Post-Show Promotion: Monkey Bidouille at CES



Example of a YouTube Post-Show Promotion: Monkey Bidouille at CES


1. *Video features candid videos of their experience before and during show*
2. *Included show name, year, and their company name in the description*
3. *This video was shared on other social media outlets too*





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[About CES - CES 2019](#)

<https://www.ces.tech/About-CES.aspx>

CES showcases more than 4,500 exhibiting companies, including manufacturers, developers and suppliers of consumer technology hardware, content, ...

[CES 2019: All the news, previews and analysis you need from the ...](#)

<https://www.techradar.com/news/ces-2019>



5 hours ago ... **CES 2019** is now in full swing, and we've been hard at work covering the show live all week. We've seen major keynotes from Intel, LG, ...

[Conference Program - CES 2019](#)

<https://www.ces.tech/Conference/Conference-Program.aspx>



With more than 300 sessions, the **CES** conference sessions touch on nearly every topic arising from the show floor, including key trends and emerging ...

[CES 2019 Liveblog Day 3: Wednesday's News and Photos, Live ...](#)

<https://www.wired.com/story/ces-2019-liveblog-day-3/>



21 hours ago ... That's a wrap for Wednesday's liveblog. We'll be back with one more day of live coverage from the expo floor at **CES** on Thursday. Meantime ...

[Registration Information - CES 2019](#)

<https://www.ces.tech/Logistics/Registration-Information.aspx>


CES Attendee Registration includes access to **CES 2019** exhibitors, keynote addresses, SuperSessions and select conference programming on a first-come, ...

[Live: NVIDIA Press Event at CES 2019 | NVIDIA Blog](#)


<https://blogs.nvidia.com/blog/2019/01/06/ces-live/>



4 days ago ... The media has been let inside for the @nvidia **CES 2019** press conference. Can't wait to find out what will be Unveiled! Be sure to watch the ...


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CES 2019: all the latest news and reviews

By Jamie Carter, Henry St Leger, Matt Hanson · 6 hours ago · World of tech


All the foldables, rollables and 4K-ables we're seeing at the big tech show









JUMP TO:

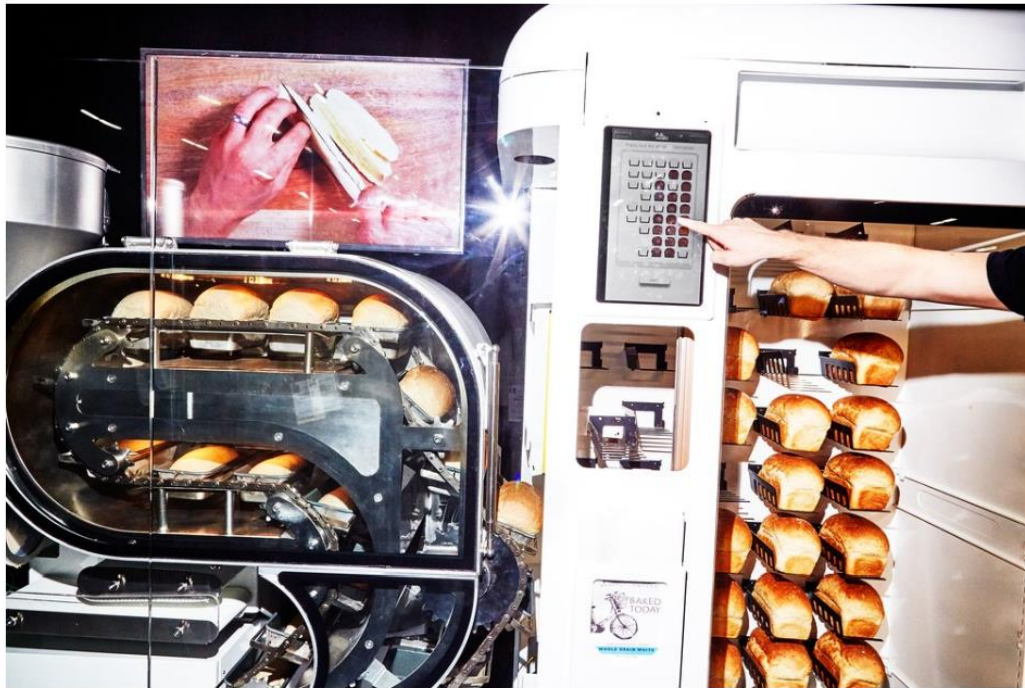
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TECH DEALS, PRIZES AND LATEST NEWS

WIRED STAFF GEAR 01.07.19 11:02 PM

CES 2019 LIVEBLOG: WE'RE HERE IN VEGAS, TOUCHING ALL THE GADGETS



AMY LOMBARD

SHARE

f SHARE 366

TWEET

LOOKING FOR THE latest news? Tuesday's liveblog is running live updates right now.

Goodnight, CES

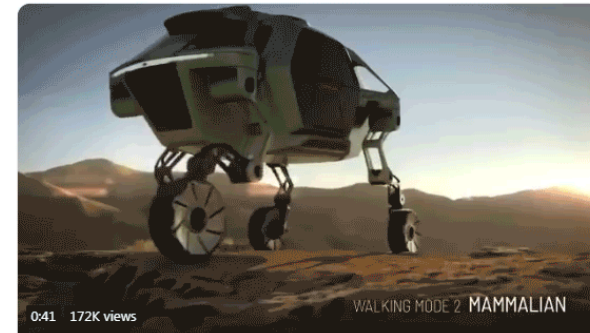
That's a wrap for Monday's liveblog. On Tuesday morning, the expo halls open up to reveal miles and miles of sparkling, shiny new tech. We'll be back Tuesday for CES.



@WIRED

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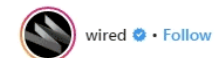
The wheel is so 2018. This is Hyundai's just-revealed insect-like concept car. Yes, those are legs you're looking at, and they allow it to climb over difficult terrain, ford rivers, and clamber over crumbled concrete

wired.trib.al/pwKZxSM

0:41 172K views

Hyundai's Insect-Like Concept Car

After 5,000 years of transportation advances built on the ability to roll from A to B, Hyundai has decided it's time to move on.



wired • Follow

wired First cars rolled, next, they might walk and fly. This is Hyundai's just-revealed insect-like concept car. Yes, those are legs you're looking at, and they allow it to go where few cars—if any—have gone before. It can climb over difficult terrain, ford rivers, and clamber over crumbled concrete. Goodbye, wheel. You've had a good run. Click on the link in our bio to find out more about Hyundai's insect-like vehicle. □: Hyundai



20,194 views

7 DAYS AGO

Add a comment...



Social Media Tips From Your Peers

- “Make the posts fun and personable.”
- "We keep it light, and humorous, which then can lead to the attendee starting the conversation."
- "Present quality information with repetition."
- "Social media has attracted journalists and bloggers to our booth, which in turn has increased industry traffic."
- "We have a dedicated person who is doing social media around each event."

Better Prepared for Social Media for Trade Show Promotions?

- Know what marketing goals to achieve
- Know which social media websites to use
- Know many kinds of useful content to post
- Know best use of each site



Your presenter:



North America's leading designer and builder
of custom modular exhibits and portable displays



Island Exhibits



Modular Inline Exhibits



Portable Displays

Your presenter:



Provider of free trade show education



Live Seminars



E-Newsletter



Blog



Books & White Papers

FREE BOOK:

Using Promotions & Social Media To Get More Trade Show Visitors



- 64-page book containing 28 articles, half geared to trade show promotions, and half about integrating social media with your trade show program.
- Use the ideas in this book to get more brand awareness, attendees, leads, and sales from trade shows.

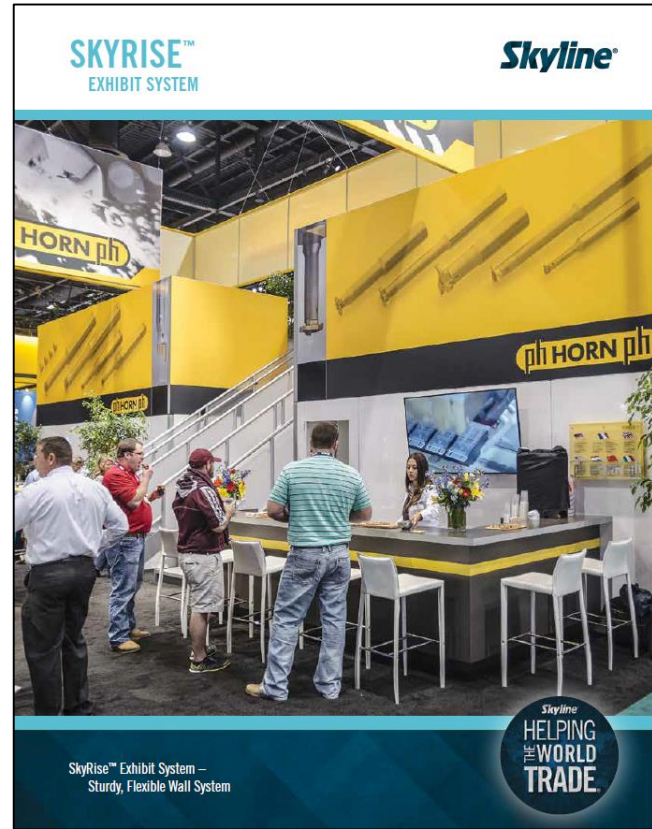
FREE WHITEPAPER: Exhibiting with Technology



This study is a deep dive into the current and expected future use of technology and digital content by trade show exhibitors. The goal of this report is:

- Provide a snapshot of current technology and digital content usages
- Provide exhibitors with insights as to the greatest benefits and pitfalls tech can bring to their trade show program

SkyRise® Exhibit System



What makes this product unique?

- Ease of use
- Speed of set-up
- Flexibility Structural

SkyRise allows you to build big and a tool-less cam lock connection makes installation quick and easy. Learn more about SkyRise with our free brochure!

Q&A



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