



# IAQA 2021

ANNUAL MEETING & EXPO

FEBRUARY 17-19, 2021  
*Austin Marriott Downtown*



INNOVATION

INSIGHTS



#IAQA2021

**EXHIBITOR  
& SPONSOR**  
Social Media  
Toolkit

## **Dear Exhibitors and Sponsors,**

In this toolkit, we hope you'll find everything you need to create excitement about your involvement with IAQA's 2021 Annual Meeting & Expo.

We have included examples of social media posts and email messages that you can use and share with your network to promote your company as an exhibitor or sponsor.

## LIKE AND FOLLOW IAQA SOCIAL MEDIA CHANNELS



[facebook.com/IAQAupdates/](https://facebook.com/IAQAupdates/)



[twitter.com/IAQAssociation](https://twitter.com/IAQAssociation)



[linkedin.com/company/iaqa-indoor-air-quality-association](https://linkedin.com/company/iaqa-indoor-air-quality-association)

Stay on top of the latest updates, gather content ideas or share our posts directly on your own channels!

# Important Links



**IAQA Annual Meeting Website**

[annualmeeting.iaqa.org](https://annualmeeting.iaqa.org)



**Registration**

[annualmeeting.iaqa.org/registration](https://annualmeeting.iaqa.org/registration)



**Program**

[annualmeeting.iaqa.org/technical-program](https://annualmeeting.iaqa.org/technical-program)



**Exhibitor List**

[annualmeeting.iaqa.org/sponsors-exhibitors-list](https://annualmeeting.iaqa.org/sponsors-exhibitors-list)

**IAQA 2021**

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ANNUAL MEETING  
& EXPO ★★★★★

ANNUALMEETING.IAQA.ORG | #IAQA2021



Official Hashtag

Use the official  
**IAQA 2021 Annual Meeting & Expo**  
hashtag!

**# IAQA2021**

# Facebook – Sample Post #1

## Post text:

[Insert company name] is excited to announce that we'll be exhibiting at [@IAQAupdates](#) Annual Meeting & Expo at the Austin Marriott Downtown in Austin, TX! With unopposed exhibit hours, you don't have to choose between attending one of IAQA's innovative sessions or visiting us at [insert booth number] where you will [insert what attendees will find/learn at your booth]. Register:

<https://bit.ly/2KjIF4y> #IAQA2021

## Link to include:

[annualmeeting.iaqa.com/](https://annualmeeting.iaqa.com/)

USE THIS IMAGE

Get the image: <https://annualmeeting.iaqa.org/brag-badges>



## Facebook – Sample Post #2

### Post text:

The [@IAQAUupdates](#) 2021 Annual Meeting & Expo is February 17-19 at the Austin Marriott Downtown! This is your opportunity to experience 3 days of unparalleled technical education wrapped up in a robust program featuring knowledgeable speakers, top-notch networking and the latest technology. You won't want to miss it, register now! We'll see you at booth [insert booth number]. #IAQA2021

### Link to include:

[annualmeeting.iaqa.com/](https://annualmeeting.iaqa.com/)

USE THIS IMAGE

Get the image: <https://annualmeeting.iaqa.org/brag-badges>



## Facebook – Sample Post #3

### Post text:

We're excited to announce that [insert company name] is a [insert sponsor level – i.e. PLATINUM, GOLD, SILVER] sponsor at @IAQAupdates 2021 Annual Meeting & Expo in Austin, Texas! The meeting will be held at the Austin Marriott Downtown from February 17-19. Learn more and join us: [annualmeeting.iaqa.com](https://annualmeeting.iaqa.com) . #IAQA2021

### Link to include:

[annualmeeting.iaqa.com/](https://annualmeeting.iaqa.com/)

USE THIS IMAGE

Get the image: <https://annualmeeting.iaqa.org/brag-badges>





## Facebook – Sample Post #4

### Post text:

[Insert company name] is proud to announce that we'll be joining [@IAQAupdates](#) Annual Meeting & Expo as a [insert sponsor level – i.e. PLATINUM, GOLD, SILVER] sponsor! You won't want to miss your opportunity to experience the only multi-disciplinary event dedicated to the entire spectrum of the indoor air quality industry. Get the details: [@IAQAssociation](https://bit.ly/2KjIF4y) #IAQA2021

### Link to include:

[annualmeeting.iaqa.com/](https://annualmeeting.iaqa.com/)

USE THIS IMAGE

Get the image: <https://annualmeeting.iaqa.org/brag-badges>



## LinkedIn – Sample Post/Message

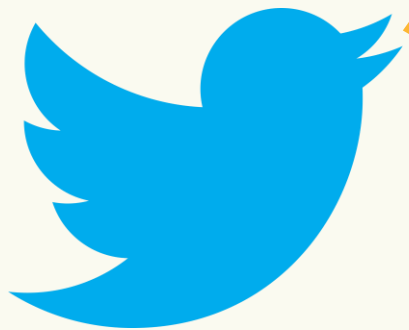
We are excited to announce [insert company name] will be [exhibiting at/sponsoring] at IAQA's 2021 Annual Meeting & Expo! Make plans to join us from February 17-19 in Austin, Texas for the only industry event dedicated to bringing together contractors, consultants and other IAQ professionals from the entire spectrum of the Indoor Air Quality Industry to share insights, ideas, and innovations.

During the unopposed exhibit hours, don't forget to swing by booth [insert booth number] to say hi and check out [insert what attendees will find/learn at your booth]. We can't wait to see you there!

Learn more about the event and register at <http://annualmeeting.iaqa.org/registration>.

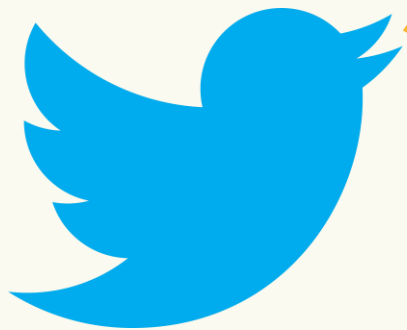


## Twitter – Sample Tweet #1



[Insert company name or Twitter handle] is excited to announce we'll be exhibiting at #IAQA2021 Annual Meeting & Expo in #Austin, TX! Join us at the only multi-disciplinary event dedicated to the entire spectrum of the indoor air quality industry. Visit us at booth [insert booth number]! Register: <https://bit.ly/2KjIF4y>

## Twitter – Sample Tweet #2



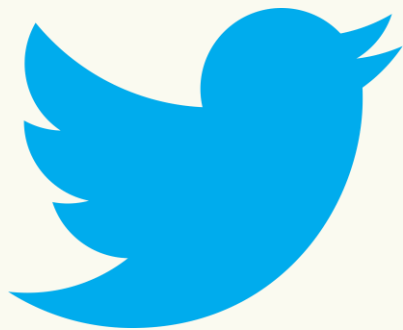
**#IAQA2021** Annual Meeting & Expo is Feb 17-19 at the **#AustinMarriottDowntown!** We'll be there as a exhibitor, so stop by booth **[insert booth number]** to say hi and check out the awesome offerings we'll have on display!

## Twitter – Sample Tweet #3

[Insert company name or Twitter handle] is proud to announce that we'll be joining #IAQA2021 Annual Meeting & Expo as a [insert sponsor level – i.e. PLATINUM, GOLD, SILVER] sponsor! Get the details: <https://bit.ly/2KjIF4y> [@IAQAssociation](#)



## Twitter – Sample Tweet #4



[Insert company name or Twitter handle] will be at #IAQA2021 as a [insert sponsor level – i.e. PLATINUM, GOLD, SILVER] sponsor! Join us for 3 days of unparalleled technical education & top-notch networking. Register at <https://bit.ly/2KjIF4y> and make plans to visit us at booth [insert booth number]!

# Email – Exhibitor Sample Message

Hello \_\_\_\_\_,

I hope you're doing well. *[Insert a personal greeting or comment, as appropriate]*. As you may know, *[insert company name]* will be exhibiting at IAQA's 2021 Annual Meeting & Expo, being held February 17-19, 2021 at the Austin Marriott Downtown in Austin, TX.

IAQA's 2021 Annual Meeting & Expo is the only multi-disciplinary event dedicated to bringing together contractors, consultants and other professionals from across the entire spectrum of the indoor air quality industry to share their insights, ideas and innovations.

We are excited to offer attendees *[insert what attendees will find/learn at your booth]* at booth *[insert booth number]* during the unopposed exhibit hours held throughout the meeting.

For more information about IAQA's 2021 Annual Meeting & Expo, visit [annualmeeting.iaqa.org](https://annualmeeting.iaqa.org).

I hope to see you there!

Best,

## Sample Email Signature

Your Name

Your Company Information



Join me in Austin! [Register](https://annualmeeting.iaqa.org) for IAQA's 2021 Annual Meeting & Expo by December 11, 2020 to take advantage of early bird rates!

Get the image: <https://annualmeeting.iaqa.org/brag-badges>

# Email – Sponsor Sample Message

Hello \_\_\_\_\_,

I hope you're doing well. [Insert a personal greeting or comment, as appropriate]. As you may know, [insert company name] is a [insert sponsor level - i.e. PLATINUM, GOLD, SILVER] sponsor at IAQA's 2021 Annual Meeting & Expo, being held February 17-19, 2021 at the Austin Marriott Downtown in Austin, TX.

IAQA's 2021 Annual Meeting & Expo is the only multi-disciplinary event dedicated to bringing together contractors, consultants and other professionals from across the entire spectrum of the indoor air quality industry to share their insights, ideas and innovations.

As a [insert sponsor level here – i.e. PLATINUM, GOLD, SILVER] sponsor, we are excited to offer attendees [insert what attendees will find/learn at your booth or sponsored event].

For more information about IAQA's 2021 Annual Meeting & Expo, visit [annualmeeting.iaqa.org](https://annualmeeting.iaqa.org).

I hope to see you there!

Best,

## Sample Email Signature

Your Name

Your Company Information



Join me in Austin! [Register](#) for IAQA's 2021 Annual Meeting & Expo by December 11, 2020 to take advantage of early bird rates!

Get the image: <https://annualmeeting.iaqa.org/brag-badges>



# Exhibitor Web Badge

## EXHIBITORS!

Use this web badge to promote your involvement with  
IAQA's 2021 Annual Meeting & Expo

## USES

1. Include in your email signature
2. Use in social media posts on Facebook, Twitter, Instagram and LinkedIn
3. Add to your website and link to IAQA's Annual Meeting page:  
[annualmeeting.iaqa.org](https://annualmeeting.iaqa.org)



# Sponsor Web Badge

## SPONSORS!

Use this web badge to promote your involvement with  
IAQA's 2021 Annual Meeting & Expo

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THANK YOU!