



## Bead Fest Philadelphia · Oaks, PA

Expo: August 21-23, 2015

[www.BeadFest.com](http://www.BeadFest.com)



### Let's Talk Bead Fest Philly!

Now that the summer season has arrived, we're moving full speed ahead towards **Bead Fest Philadelphia!** We're so happy you'll be joining us this upcoming August! Hopefully, your preparations for the Expo Hall are going smoothly. We hope you'll share the bookmarks and digital versions of the **\$5.00 Weekend Expo Pass**. Those will be coming your way shortly. To help you continue to promote your presence at BF Philly, our marketing team has put together promotional toolkit to help you with your advertising. *It's never too early to start spreading the word!*

Got marketing questions?

Please contact **Kyle Kankonde**, the new Bead Fest Marketing Coordinator, with any questions, comments, ideas or concerns. You can reach her at [Kyle.Kankonde@fwcommunity.com](mailto:Kyle.Kankonde@fwcommunity.com) or **(513) 531-2690 x 11474**.

### Marketing Tips to help you have a successful and profitable Bead Fest Philadelphia



**Post me on your website, blog, Facebook page, etc. to let your customers know that they can shop from you at Bead Fest!**

### Email Communications:

If you use emails to communicate with your audiences/customers, be sure to include a mention that you'll be at Bead Fest Philadelphia in August and invite your followers to visit you there! You can include visuals like the event logo or the "I'm Exhibiting" button attached and pictured above to help draw attention to this messaging. Event details to also include are:

- **Location:** Greater Philadelphia Expo Center  
100 Station Avenue  
Oaks, PA 19456
- **Our website URL for BF Philly:** <http://bit.ly/BFPHY>
- The Expo page: <http://bit.ly/PHYExpo>

### Web Ads:

As you can imagine, this is a very VISUAL audience, so opt to enhance your messaging with pictures whenever possible! We have created web ads for quick promotional use. Below are a few examples of web ads you are welcome to use on your websites, blogs, social media and more. Please always link these to the [www.BeadFest.com](http://www.BeadFest.com) website!



**Want a different size web ad?** We have several different web ads available for use. If you feel like you'd like to use a different one than these attached, just reach out to us and we will get you what you're looking for!

[Kyle.Kankonde@fwcommunity.com](mailto:Kyle.Kankonde@fwcommunity.com)

### Social Media:

If you are not following Bead Fest online (and if we're not connected with you), please reach out to us! Follow us on your social platforms, so that our team can know to follow you back and begin sharing your posts with the Bead Fest community (*12k+ followers on Facebook, 6k+ followers on Twitter, 2k+ on Pinterest*)!

Find us online here:

Bead Fest Facebook: [www.facebook.com/BeadFest](http://www.facebook.com/BeadFest)

Bead Fest Twitter: [www.twitter.com/beadfest](http://www.twitter.com/beadfest)

Bead Fest Philadelphia Pinterest: [www.pinterest.com/beadingdaily/bead-fest-philadelphia-2015/](http://www.pinterest.com/beadingdaily/bead-fest-philadelphia-2015/)

Social Media tip:

Tag **@BeadFest** and use hashtag **#BeadFest** to help your messages reach bigger audiences!

The more you engage online, the more folks will hear about Bead Fest and want to sign up. Meeting you onsite is one of the biggest draws to our show, so make sure people know you will be there!

#### **Sample Social Media Posts:**

Below are some sample messages that you can use to help promote your booth/table at Bead Fest Philadelphia! Please feel free to copy and paste them as they are (be sure to edit them to include your information), or put your own personal spin on the message before sharing!

***Remember to tag us in any messages using @BeadFest and hashtag #BeadFest!***

#### **Facebook Posts**

We encourage you to post details about your session and a photo of your project, as well as a link.

**Remember to tag us** by typing “@,” then “**Bead Fest**” and selecting our Facebook page when it appears. Use hashtag **#BeadFest** in your post so that audiences looking for Bead Fest information online will see your message!

- Head to Oaks, PA right outside of Philly, August 21-23 and spend some time with us at our @Bead Fest (select our Facebook page when it appears to tag us) booth# \_\_\_\_ !! We’ve got you covered for all of your (insert list of products and include photos), so don’t leave without seeing us! #BeadFest <http://bit.ly/PHYExpo>
- Don’t end your summer without a trip to @Bead Fest (select our Facebook page when it appears to tag us)! We’re exhibiting and bringing you some of our best (insert products here, include some pictures) at the largest bead show on the East Coast – August 21-23! Join us in Philly: <http://bit.ly/PHYExpo> #BeadFest

#### **Pinterest:**

Please continue to send images and information to Jessica so that our marketing team can promote your company on our Pinterest boards. **Consider also pinning photos of your company and products on your own Pinterest board and include a link to the official Bead Fest Philadelphia Pinterest site:** <http://www.pinterest.com/beadingdaily/bead-fest-philadelphia-2015/>

#### **Tweets**

- SAVE THE DATE: #BeadFest Philly Expo is AUG 21-23! Come visit us at booth #\_\_\_\_\_ for all of your (insert products here) needs. Get your ticket here: <http://bit.ly/PHYReg15>
- Need (insert product)? Pick up some of our newest (product) at booth #\_\_\_ at #BeadFest Philly Aug 21-23! We can’t wait to see you there: <http://bit.ly/PHYReg15>

**Thanks for your support of Bead Fest Philadelphia! We’ll see you in Oaks, PA.**

To discuss additional marketing material requests, please contact Kyle Kankonde at **513.531.2690 x 11474** or [Kyle.Kankonde@fwcommunity.com](mailto:Kyle.Kankonde@fwcommunity.com).