

Bead Fest Santa Fe * Workshops: March 19-22, 2015 * Expo: March 20-22



Help us get the Word Out:

Web Ads

Please feel free to upload the web ads we've included with this toolkit and link to <http://bit.ly/BFSantaFe> If you would like a specific size that is not here, please let us know.

Social Media

Social Media is a key component to introducing new people to Bead Fest. Please think of us when posting on blogs, Facebook, Twitter, Pinterest, Google+ online forums and youtube videos. Introduce your following to Bead Fest by using @BeadFest and #BeadFest Santa Fe.

The full URL for Bead Fest Santa Fe homepage is:

<https://eiseverywhere.com/ehome/103005>

Here are some short links that will go to specific pages on the Bead Fest Santa Fe website.

- Homepage: <http://bit.ly/BFSantaFe>
- Instructors: <http://bit.ly/SFInstructors>
- Workshop Schedule: <http://bit.ly/WorkshopsSF>
- Workshop Registration: <http://bit.ly/SFworkshops>
- Registration: <http://bit.ly/SFRegister>
- Expo Floor: <http://bit.ly/BFSFExpo>
- Hotel/Travel: <http://bit.ly/BFSFTravel>
- Schedule: <http://bit.ly/BFSFSchedule>

Tweets

Here are a few sample tweets you can use and by all means feel free to put your personal spin on the message!

Registration is now open for #BeadFest Santa Fe, March 20-22! Save \$3 on your expo ticket today: <http://bit.ly/SFRegister>

Check out our booth @beadfest this March 20-22, and shop for brand new _____:
<http://bit.ly/BFSFExpo>

Head to beautiful Santa Fe to hang out with (Company Name) at our booth March 20-22
@beadfest: <http://bit.ly/BFSFExpo>

Check out the star line-up of exhibitors this year @beadfest Santa Fe and join us and many others: <http://bit.ly/BFSFExpo>

Facebook Posts

Here are a few examples of Facebook posts you can use (or adapt) to spread the word about **Bead Fest Santa Fe**. We encourage you to post details about your session and a photo of your project, as well as a link.

Registration is now open for @beadfest Santa Fe, March 20-22! Save \$3 by purchasing your expo ticket online and join us at our booth to add more _____ to your collection:

<http://bit.ly/SFRegister>

If you would like to expand your jewelry supplies, head to @beadfest Santa Fe, March 20-22 and join us on the Expo Floor. We will be featuring our _____ this spring! <http://bit.ly/BFSFExpo>

Check out the growing list of exhibitors that will be attending @beadfest Santa Fe this March 20-22. Join us in the Expo Hall and shop until you drop: <http://bit.ly/BFSFExpo>

@beadfest Santa Fe is back and better than ever! Learn about our _____ at our booth and take home your own! Register now for you expo ticket: <http://bit.ly/SFRegister>

Pinterest:

Consider pinning photos of your new products or top sellers on your Pinterest board and include a link to the official Bead Fest Santa Fe Pinterest site:

<http://www.pinterest.com/beadingdaily/bead-fest-santa-fe/>

Don't forget to follow our board and re-pin our pins!

Find Bead Fest Santa Fe:

Twitter: <https://twitter.com/beadfest>

Facebook: <https://www.facebook.com/BeadFest>

Pinterest link: <http://www.pinterest.com/beadingdaily/bead-fest-santa-fe/>

Don't forget to use #BeadFest or tag us @beadfest in any posts related to the show!

Thanks for your support of Bead Fest Santa Fe! We'll see you in Santa Fe, NM. To discuss additional marketing material requests or sponsorship opportunities, please Missy Stearns, at **513.531.2690 x 11558** or Missy.Stearns@fwmedia.com