



Bead Fest Spring * Workshops: April 9-12, 2015 * Expo: April 10-12
Oaks, PA
an F+W Media event
www.beadfest.com

Bead Fest heads back to Spring for another great year of Bead Fest magic! Help get the word out about your booths by using this toolkit as a marketing guide. View just a few of the techniques below that are being offered in 2015 and start spreading the word.

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/BFSpring15> 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 tagging us in your posts. Use @BeadFest and #BeadFest Santa Fe on Facebook and Twitter.

The full URL for Bead Fest Spring homepage is:
www.beadfest.com/spring

Twitter: <https://twitter.com/beadfest>
Facebook: <https://www.facebook.com/BeadFest>

Pinterest link: <http://www.pinterest.com/beadingdaily/bead-fest-spring-2015/>
F+W Media: www.fwmedia.com

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

- Homepage: <http://bit.ly/BFSpring15>
- Instructors: <http://bit.ly/SPInst>
- Workshop Schedule: <http://bit.ly/ScheduleSP>
- Workshop Registration: bit.ly/RegSpring15
- Registration: <http://bit.ly/FWAdsSP>
- Exhibitors: <http://bit.ly/SPExhibitors>
- Hotel/Travel: <http://bit.ly/SPTravel>
- Schedule: <http://bit.ly/SPSched>

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 Spring, April 9-12! Save \$3 on your expo ticket today:
<http://bit.ly/FWAdsSP>

Check out our booth @beadfest this April 10-12, and shop for brand new _____:
<http://bit.ly/FWAdsSP>

Head to Oaks, PA right outside of Philly to hang out with (Company Name) at our booth April 10-12 @beadfest: <http://bit.ly/FWAdsSP>

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

Facebook Posts

Here are a few examples of Facebook posts you can use (or adapt) to spread the word about **Bead Fest Spring**. 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 Spring, April 10-12. Save \$3 by purchasing your expo ticket online and join us at our booth to add more _____ to your collection:
<http://bit.ly/FWAdsSP>

If you would like to expand your jewelry supplies, head to @beadfest Spring, April 10-12 and join us on the Expo Floor. We will be featuring our _____ this spring! <http://bit.ly/FWAdsSP>

Check out the growing list of exhibitors that will be attending @beadfest Spring this April 10-12. Join us in the Expo Hall and shop until you drop: <http://bit.ly/SPExhibitors>

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

Pinterest:

Consider pinning photos from your upcoming workshop/s or examples of how the technique is used on your Pinterest board and include a link to the official Bead Fest Spring Pinterest site:
<http://www.pinterest.com/beadingdaily/bead-fest-spring-2015/>

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

Thanks for your support of Bead Fest Spring! We'll see you in Oaks, PA. To discuss additional marketing material requests, please Missy Stearns, at 513.531.2690 x 11558 or Missy.Stearns@fwcommunity.com

