



ITS WORLD CONGRESS 2017

Montréal | OCTOBER 29 - NOVEMBER 2

Next Generation Integrated Mobility: Driving Smart Cities

Promote Your Presence at ITS World Congress 2017 via Social Media

You've already made the first step towards success by participating in ITS World Congress 2017—now make the most out of it by promoting your presence. Use these social media tips and sample posts to promote your presence in advance and drive traffic to your booth.

1. **Surprise your audience.** Tell your community something they don't know—or show them something they've never seen. Sharing teasers online will create interest, which you can then use as a springboard to talk about the new and exciting things you'll be unveiling or showcasing at the event. **PRO TIP:** Whenever possible, include a picture or video.
2. **What's happening.** Tell your audience about special events that will take place at your booth or hosting elsewhere during the event. Are you unveiling something new? Do you have a technology demonstration scheduled? Will you have in-booth special programming, contests or raffles? Let your audience know why--and exact times--they **NEED** to visit your booth to participate.
3. **Share the latest news.** Follow the ITS America social media sites and share interesting content, articles and event updates to keep your network up-to-date and engaged. Use hashtag #THISisITS.

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

Twitter: @ITS_America https://twitter.com/its_america

LinkedIn: <https://www.linkedin.com/company/intelligent-transprotation-society-of-america>

Instagram: <https://www.instagram.com/itsamerica/>

Need to shorten links? Visit <https://bitly.com/> to copy and paste the long URL into the space provided and see the metrics for each link.

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SAMPLE POSTS

Use these sample posts to help promote your presence at ITS World Congress 2017. Be sure to customize the messaging with your company's information and feel free to put your own creative spin on them.

Facebook:

PRO TIP: The ideal length of a post is less than 40 characters.

NOTE: In order to tag ITS World Congress 2017 (@ITSofAmerica) in posts, you must follow:

<https://www.facebook.com/ITSofAmerica>

[Company name] will exhibit at #ITSWorldCongress 2017 in Montréal this October 29 – November 2. See our latest [technology, product or service] at Booth # [XXX]. Join us: <http://bit.ly/2mJ1faZ>. #THISisITS

[Company Name] will be at #ITSWorldCongress 2017 in Montréal this October 29 – November 2. to showcase the newest technology in [insert product/market]! Come visit us at Booth# [XXX] Register now: <http://bit.ly/2mJ1faZ>. #THISisITS

Attending #ITSWorldCongress 2017? Stop by our Booth # [XXX] and see our latest advancements in [insert product/market]. Register now: <http://bit.ly/2mJ1faZ>. #THISisITS

Next generation integrated mobility is here and on full display #ITSWorldCongress 2017 this October 29 – November 2 in Montréal. Join us at Booth # [XXX] for cutting-edge technology you won't want to miss. Register now: <http://bit.ly/2mJ1faZ>. #THISisITS

Twitter:

PRO TIP: The ideal length of a tweet is 100 characters.

PRO TIP: To shorten links for Twitter, go to <https://bitly.com/>, copy and paste the full link into the space provided. Then, copy the shortened link into the Twitter status.

Visit our Booth [XXX] at #ITSWorldCongress 2017 this fall to see the latest in [insert product/industry]. Register now: <http://bit.ly/2mJ1faZ> #THISisITS

See how technology is revolutionizing transportation at #ITSWorldCongress 2017. Visit us at Booth [XXX]. #THISisITS

Join us at #ITSWorldCongress this Oct 29 – Nov 2 in Montréal. We'll be at booth [XXX]. Register today: <http://bit.ly/2mJ1faZ>

Proud to be a leading #intelligenttransportation company exhibiting at #ITSWorldCongress 2017. See our newest [products/technology] at Booth [XXX]. #THISisITS

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LinkedIn:

NOTE: Follow this link for event updates and member news: <https://www.linkedin.com/company/intelligent-transprotation-society-of-america>

[Company name] will exhibit at #ITSWorldCongress 2017 in Montréal this October. See our latest [technology, product or service] at Booth # [XXX]. Join us: <http://bit.ly/2mJ1faZ>.

[Company Name] will be at ITS World Congress 2017 in Montréal this October to showcase the newest technology in [insert product/market]! Come visit us at Booth# [XXX] Register now: <http://bit.ly/2mJ1faZ>.

Attending ITS World Congress 2017 in October? Stop by our Booth # [XXX] and see our latest advancements in [insert product/market]. Register now: <http://bit.ly/2mJ1faZ>.

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