



July 8-12 • Las Vegas, NV

Sample Social Media Posts

Update this copy as needed and add it to blog posts, newsletters, social media posts and any other marketing channels you may use to communicate with your prospects and current customers.

Sample Blog Post and Newsletter Copy

SPOA's International Conference is where the leaders of school photography and yearbook companies large and small gather to strengthen their businesses and connect as an industry. The in-person event combines networking, sessions, resources, and the Exhibit Hall, which is filled innovative suppliers committed to school photography and yearbooks (including us!) We'll be at booth XX highlighting our [PRODUCT OR SERVICE]. Register today at <https://www.schoolphotographersofamerica.com/conference>.

Sample Tweets and Facebook/Instagram/LinkedIn Posts – Use Hashtag #SPOA2024

- Just confirmed our booth XX at #SPOA2024. See you in Las Vegas this July!
<https://www.schoolphotographersofamerica.com/conference>.
- Who's going to #SPOA2024? We're exhibiting, let's meet up! Booth XX.
- Our [PRODUCT] will help you bring new ideas home to your district. Let's meet. #SPOA2024
- Come discover new [PRODUCT LAUNCH INFO], booth XX, at #SPOA2024
- Become inspired to create a better future for your school district at #SPOA2024. We can help: booth XX
- [COMPANY MISSION]. Booth XXXX. #SPOA2024
- Get hands-on experience with our [PRODUCT] and more at #SPOA2024. Check us out: booth XX
- See how our [PRODUCT OR SERVICE] can help improve your business. Check us out: booth XX, #SPOA2024
- About to start our last demo for [PRODUCT OR SERVICE] at #SPOA2024. Come see us at booth XX

Sample Email Signature Line – Add this message to your outgoing email signature

Come see us at the SPOA 2024 International Conference on School Photography & Yearbooks on July 8-12 in Las Vegas, NV. Register today at <https://www.schoolphotographersofamerica.com/conference>. We'll be in booth XX.