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## **NAA Education Conference & Exposition 2017 Customizable Toolkit - Exhibitor**

### **About the toolkit --**

#### Customizable email:

We ask that you please send this email to three contacts you think would benefit most from learning about the conference. The content marked in red are placeholders for information specific to you, so please update it before distribution.

#### Social media posts:

This is suggested content that you can post on your Facebook, Twitter or LinkedIn pages (or all of the above). For LinkedIn, please also consider posting about the conference in any groups that you feel may be relevant. You're welcome to use your own language, but please be sure to use the conference hashtag #NAAEDU17.

#### Graphic:

If you would like to use an image when posting about the conference on social media, please feel free to include the attached graphic for your use. We do not recommend embedding it into emails (unless it's an e-newsletter) as that may cause it to get caught in the recipient's spam folder.

### **Email**

Dear **[FIRST NAME]**,

I am exhibiting at the [2017 NAA Education Conference & Exposition](#), June 21-24 at the Georgia World Congress Center in Atlanta. The best and brightest gather in Atlanta to hear from [industry experts on the latest trends, solutions, best practices and opportunities](#).

Hopefully, you will join me at the Education Conference & Exposition, but if you can't, tell your colleagues to look for me at our booth, **[booth name/number]**. Make sure you to register by April 14 to receive the early registration rate.

I look forward to seeing you there.

Sincerely,

**[Name]**

**[Title]**

**[Organization]**

## Sample Social Media Posts

### Twitter

- Visit us at Booth #\_\_\_\_ at #NAAEDU17 in June. See you in #Atlanta! @NAAEduConf <http://bit.ly/1m97srT>
- We'll be in #Atlanta June 21-24 for #NAAEDU17. It's a can't-miss event. Come see us at Booth #\_\_\_\_! @NAAEduConf <http://bit.ly/1m97srT>
- The industry is gathering in #ATL for #NAAEDU17 this June. Come visit us at Booth #\_\_\_\_! @NAAEduConf <http://bit.ly/1m97srT>
- NAA Exposition is THE place to be June 21-24! Come see us along w. 500+ suppliers @NAAEduConf #Apartments <http://bit.ly/1m97srT>
- We can't wait to network with the best #apartment housing pros at #NAAEDU17! Come say hi at Booth #\_\_\_\_ @NAAEduConf <http://bit.ly/1m97srT>
- After attending 1 of the 50+ sessions @NAAEduConf, don't forget to stop by NAA Expo to see the latest products in the industry! #NAAEDU17
- We can't wait to see all of the amazing Game Changers in action at #NAAEDU17! @NAAEduConf <http://bit.ly/1m97srT>
- We're catching @JohnnyCupcakes at #NAAEDU17 as he tells us how he turned a small t-shirt #business to a multi-million dollar fashion brand.
- Dawn Hudson is 1 of the most important people in sports #marketing. We can't wait to see her @NAAEduConf! #NAAEDU17 <http://bit.ly/1m97srT>
- .@manjitminhas broke barriers to be #successful in male-dominated industries. Learn how she did it @NAAEduConf <http://bit.ly/1m97srT>
- .@SarahPrevette will talk engineering #creativity & #innovation in a workplace culture at #NAAEDU17. Don't miss it! <http://bit.ly/1m97srT>
- .@siebergd, head of training + dev @GoogleNewsLab gives insight into what #tech will be like in 2020 at #NAAEDU17! <http://bit.ly/1m97srT>
- .@anjalikumar transformed @WarbyParker w. revolutionary #innovation. Get insider tips from this expert at #NAAEDU17! <http://bit.ly/1m97srT>

### Facebook

- We'll be in Atlanta June 21-24 for the 2017 NAA Education Conference & Exposition. Make sure you stop by our Booth #\_\_\_\_ and connect with us! #NAAEDU17 <http://bit.ly/1m97srT>
- The 2017 NAA Education Conference & Exposition, June 21-24 in Atlanta, is where nearly 10,000 top apartment housing industry professionals will gather. We can't wait to see you there! #NAAEDU17 <http://bit.ly/1m97srT>
- The 2017 NAA Education Conference & Exposition, June 21-24, brings together more than 500 exhibitors, including [Insert Company Name], along with top-name keynote speakers. It's a can't-miss event! Come see us at Booth #\_\_\_\_ for even more networking and learning opportunities. #NAAEDU17 <http://bit.ly/1m97srT>

**Graphics**

Link graphics to: <https://www.naahq.org/education-conference>



**NAA**  
NATIONAL APARTMENT ASSOCIATION  
**EDUCATION**  
CONFERENCE & EXPOSITION

June 21-24, 2017  
Georgia World Congress Center | Atlanta

**APARTMENTALIZE.**



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**Register Today!**

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**Register Today!**

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