

VERTICON

FORMERLY HAI HELI-EXPO

Dallas 2025 | POWERED BY VAI

Attendee Social Media Toolkit

#VERTICON2025

Make sure you use the show's official hashtag so others can see your content about the show.

Vertical Aviation International (VAI) is pleased to assist you in promoting your presence as an attendee at VERTICON 2025 (formerly HAI HELI-EXPO) in Dallas, Texas, this March. In this toolkit, you will find:

- Message templates for your Facebook, LinkedIn, and X (formerly Twitter), pages to tell your followers that you will be attending the show
- Three 1200x900px images to publish on your Facebook, LinkedIn, and X pages to tell your followers that you will be attending the show
- Two 1080x1920px graphics to tell your followers on your Instagram and Facebook stories that you will be attending the show

BEFORE THE SHOW

This is your time to shine. Tell the world you will be attending at VERTICON! Network virtually with show stakeholders to increase your audience and see what sessions others are attending. **VAI recommends that you use the message templates and graphics from the time you receive this toolkit until the last day of the show, Mar. 13, 2025.**

1. *[Use one of graphics provided]* I am excited to attend #VERTICON2025 (formerly HAI HELI-EXPO) to learn about *[insert topics of interest and excitement you would like to learn about at our show]* Register here: <https://verticon.org/>.
2. *[Create a photo dump from the last HAI HELI-EXPO (now known as VERTICON) show you attended]* When I last attended VERTICON (formerly HAI HELI-EXPO) in *[insert year you attended]*, I *[include 1–3 things you did or enjoyed at the show]*. This year at #VERTICON2025, I hope to *[insert what you would like to see or do at the show this year]*. Register for the show at <https://verticon.org/>.
3. *[Please post on Mar. 1. Use one of graphics provided]* Only 10 days until the show floor opens for #VERTICON2025 (formerly HAI HELI-EXPO)! I look forward to networking with other vertical aviation professionals, safety experts, and over 600 exhibitors. Join me and over 15,000 attendees from 85+ countries at the show! Register at <https://verticon.org/>.
4. *[Please post on Mar. 10. Use a photo of yourself with an aircraft or vertical aviation product]* I can't wait for the #VERTICON2025 show floor to open tomorrow! Join me and over 15,000 attendees to kick off this year's show. Learn more and register now at <https://verticon.org/>.

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AT THE SHOW

Take photos and videos to share your experience. Below are examples you can use to inspire your content:

- <https://www.instagram.com/reel/C0ObchaivV3/?igsh=Z2V0MDEzcgZubDgx>
- https://www.instagram.com/p/C38NSnRx-bZ/?img_index=1
- https://www.instagram.com/reel/C38X_5wvP9j/
- <https://www.instagram.com/reel/C33jKeJvY9I/>

AFTER THE SHOW

Recap your experiences at **#VERTICON2025**. Check out the examples below:

- https://www.instagram.com/p/CbDb_Obpebc/
- <https://www.instagram.com/reel/Cu1360aMtfj/>
- <https://www.linkedin.com/feed/update/urn:li:activity:7092535134557458432>
- <https://www.linkedin.com/feed/update/urn:li:activity:7080892925219336192>