

VERTICON

FORMERLY HAI HELI-EXPO

Dallas 2025 | POWERED BY VAI

Exhibitor 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 exhibitor 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 exhibiting at the show
- Three 1080x1920px images stating that you will be exhibiting at the show to post on your Instagram and Facebook stories
- Two 1200x900px images and one 1200x900px gif stating that you will be exhibiting at the show to post on your Facebook, LinkedIn, and X pages

BEFORE THE SHOW

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

1. *[Use one of the graphics provided or the gif] [insert your company name]* is pleased to be exhibiting at #VERTICON2025 (formerly HAI HELI-EXPO), Mar. 10–13 (exhibits open Mar. 11–13). Visit Booth #*[insert your booth number]* to *[learn about/ see a demonstration of (insert 2 or 3 things people can learn at your booth or see during a demonstration)]*. Register at <https://verticon.org/>.
2. *[Use two pieces of content: 1) one of the two graphics provided AND 2) a captivating image of what you will have at your booth (this can be an image of an aircraft, a product, a blueprint, giveaway items, etc.)] [insert your company name]* is pleased to be among the most knowledgeable and experienced professionals in the vertical aviation industry exhibiting at #VERTICON2025 (formerly HAI HELI-EXPO), Mar. 10–13 (exhibits open Mar. 11–13). Visit Booth #*[insert booth number]* to meet our staff, learn about *[insert topics]*, and collect giveaway items such as *[list items you will be giving away]*. Register for the show at <https://verticon.org/>.
3. *[Please post on Mar. 1. Use a photo of your staff]* Only 10 days until the show floor opens for #VERTICON2025 (formerly HAI HELI-EXPO)! We are excited to exhibit this year because *[insert reason]*. Visit us at Booth #*[insert booth number]* to *[hear about/learn about (insert what you want to tell visitors at your stand)]*. Learn more about the show and register now at <https://verticon.org/>.
4. *[Please post Mar. 10. Use three pieces of content: 1) a photo of your staff at your booth at a previous show, 2) one of the images provided, and 3) the gif provided]* Just one more day until exhibits open at #VERTICON2025 (formerly HAI HELI-EXPO). We look forward to seeing you tomorrow at Booth #*[insert booth number]* and telling you about *[insert what people will learn at your booth]*. Register for the show at <https://verticon.org/>.

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BEFORE THE SHOW (Cont.)

The following post only applies if you were an exhibitor at last year's show.

5. *[Create a photo dump of pics from last year's show]*. At last year's HAI HELI-EXPO, we *[insert 1-3 things you accomplished]*. This year, at the renamed #VERTICON2025, we look forward to *[telling you about/showing you (insert what you will tell people or show them at your booth)]* at Booth *[insert booth number]*. Register for the show at <https://verticon.org/>.

AT THE SHOW SAMPLE POSTS

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

<https://www.instagram.com/reel/CgcPtr7Db5w/>

<https://www.instagram.com/p/C4HSguoLJ-0/>

<https://www.instagram.com/reel/Cpf9LyqJ2j5/>

<https://www.instagram.com/p/CkvtmO8DuTN/>

<https://www.linkedin.com/feed/update/urn:li:activity:7089284981893517312/>

<https://www.linkedin.com/feed/update/urn:li:activity:7088257969192067073/>

AFTER THE SHOW SAMPLE POSTS

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/>