

VERTICON

FORMERLY HAI HELI-EXPO

Dallas 2025 | POWERED BY VAI

Elevations Instructor 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 instructor 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
- Two 1200x900px gifs and one 1200x900px image to publish on your Facebook, LinkedIn, and X pages to tell your followers that you will be instructing a course at the show
- Three 1080x1920px graphics to tell your followers on your Instagram and Facebook stories that you will be instructing a course at the show

BEFORE THE SHOW

This is your time to shine. Tell the world you will be presenting 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 the graphics provided]** I'm excited to be an instructor for a #VERTICON2025 Elevations (formerly HAI HELI-EXPO Professional Education) course! In this course on **[insert date, time, and location]**, I will discuss **[insert what you'll talk about during your course]**. I hope to see you there. Learn more and register for the show at <https://verticon.org/>.
2. **[Use two pieces of content: 1) a screenshot from your presentation discussing one of your talking points (can be a slide from a PPT, including a list, chart, etc.) AND 2) an image that we provided]** I hope you will join me for my #VERTICON2025 Elevations (formerly known as HAI HELI-EXPO Professional Education) course on **[insert date, time, and location to learn about and what your presentation will be about]**. Last year's show featured more than 600 exhibitors, 60 aircraft on display, and 15,000 attendees from 85+ countries, so you do not want to miss it! Learn more and register for the world's largest vertical aviation show at <https://verticon.org/>.
3. **[Please post one month before your course. Use two pieces of content: 1) a headshot of yourself and 2) a graphic provided]**. There's one month left until my #VERTICON2025 Elevations (formerly HAI HELI-EXPO Professional Education) course on **[insert date, time, and location]** on **[insert topic]**! Want to learn more about my background? Visit **[insert the direct link to your course on https://verticon.org/]**.
4. **[Please post 10 days before your course. Use a photo of yourself at a previous show or a headshot of yourself]** We are 10 days away from my #VERTICON2025 Elevations (formerly HAI HELI-EXPO Professional Education) course! Join me on **[insert date, time, and location]** to learn about **[insert what attendees will learn about during your presentation]**. I hope to see you there! Learn more and register for the show at <https://verticon.org/>.

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BEFORE THE SHOW (Cont.)

5. *[Use two pieces of content: 1) a picture of yourself on the way to VERTICON AND 2) a graphic provided]* I am headed to #VERTICON2025 (formerly HAI HELI-EXPO)! I see you there? I am proud to be an instructor for the VERTICON Elevations program (formerly the Professional Education Courses) at this year's show, and I hope you will join me for my course on *[insert date, time, and location]* to discuss *[insert topic of your presentation]*. Learn more and register at <https://verticon.org/>.

6. *[Please post one day before your course. Use one of the graphics provided]* Just one more day until my #VERTICON2025 Elevations (formerly Professional Education) course! As a proud instructor at this year's show, I look forward to seeing you on *[insert date, time, and location]* to discuss *[insert what you'll talk about during your presentation]*. Register for the show at <https://verticon.org/>.

RECORD A PROMO VIDEO

Promo videos can be light and funny, dramatic, educational, trendy, or instructional. We recommend a video length of 30 seconds or less. Sample posts:

<https://www.youtube.com/watch?v=Z81LGnXHl2I>

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

<https://www.instagram.com/reel/CpQgt66Jlw8/>

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

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

https://www.youtube.com/watch?v=el_pslX8HYE&list=PLArJG9MBZtPO1cTWTJjWn_HCg5ivIEf-N&index=23

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/C33vffsvqiF/>

<https://www.instagram.com/reel/C30vppbysZ9/>

https://www.instagram.com/p/C5Z_2LbL1KZ/

<https://www.instagram.com/p/C4eBFZ5pzig4/>

<https://www.instagram.com/reel/CIHdjgq503/>

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

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.instagram.com/p/CpkZruluxV-/?img_index=1

<https://www.linkedin.com/feed/update/urn:li:activity:7092535134557458432>

<https://www.linkedin.com/feed/update/urn:li:activity:7080892925219336192>