

VERTICON

FORMERLY HAI HELI-EXPO

Dallas 2025 | POWERED BY VAI

Foundations Presenters 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 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 presenting at the show
- Two 1200x900px images and one 1200x900px gif to publish on your Facebook, LinkedIn, and X pages to tell your followers that you will be presenting at the shows
- Two 1080x1920px graphics to tell your followers on your Instagram and Facebook stories that you will be presenting 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. During my session on *[insert date, time, and location]*, I will discuss *[insert what you'll talk about during your presentation]*. 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 presentation at #VERTICON2025 on *[insert date, time, and location]* to learn about *[insert 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 presentation. Use two pieces of content: 1) a headshot of yourself and 2) a graphic provided]*. There's one month left until my presentation at #VERTICON2025 on *[insert date, time, and location]* on *[insert topic]*! Want to learn more about my background? Visit *[insert the direct link to your presentation on https://verticon.org/]*.
4. *[Please post 10 days before your presentation. Use a photo of yourself at a previous show or a headshot of yourself]* We are 10 days away from my presentation at #VERTICON2025. 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 proud to be a presenter at this year's show, and I hope you will join me for my presentation at #VERTICON2025 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 presentation. Use one of the graphics provided]* Just one more day until my presentation at #VERTICON2025. As a proud presenter 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=Z81LGnXHI21>

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

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

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

<https://www.instagram.com/reel/Cqlz3-LjyHq/>

<https://www.instagram.com/reel/CnM7busBLR1/>

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/C4eBFZ5pzq4/>

<https://www.instagram.com/reel/CIHdjgp503/>

<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>