**Promotional Kit for Demolition San Diego**

Thank you for exhibiting at Demolition San Diego. The purpose of this toolkit is to provide you easy to use resources to help promote your participation at the upcoming Annual Convention and Expo. We appreciate your support and look forward to a great event in San Diego! If you have any questions about the toolkit, please feel free to contact Taylor Collison via email at tcollison@demolitionassociation.com

1. [**Web Content**](#Web)
2. **[Social Media](#Social)**
3. [**Sample Email**](#Signature)
4. **[Email Signature](#Social)**

**Web Content**

*Web Banner*

Add the following web banner to any appropriate high-profile page on your personal or company’s website/blog to promote the event. This banner is also usable with social media, email communications, etc. Additional sizes are available. When possible, link the web banner to the Demolition San Diego homepage here: [**www.demolitionassociation.com/convention**](http://www.demolitionassociation.com/convention)

*Web Copy*

Use the copy below to promote the event on your website, tailoring depending on the page and area of your website. Can’t use all the copy below? Just use the abbreviated listing – event name, date, location, and URL.

**Event Description:** Join NDA and [Company Name] at [**Demolition San Diego**](http://www.demolitionassociation.com/convention)February 26 – March 1, 2022. This year’s event will reconnect professionals as the industry gets back to work in earnest. Featuring the ever-popular Live *DEMO*lition Event, the fast and furious presentations, and education from industry leaders, the Annual Convention and Expo is more than just networking. Don’t miss [Company Name] in the Expo to access our range of products and service offerings that can help you add efficiencies, capture new opportunities and increase profits.

[**Visit the NDA website**](https://demolitionassociation.com/convention) to learn more about Demolition San Diego and[**register**](https://www.demolitionassociation.com/Education-Events/Demolition-San-Diego-2022/registration) today!

**Abbreviated Event Details:**

Demolition San Diego
Pushing Forward Together

February 26 – March 1, 2022

Hilton San Diego Bayfront | San Diego, CA

[**www.demolitionassociation.com/convention**](http://www.demolitionassociation.com/convention)

**Social Media**

The following social media posts are recommendations, but can be tailored to your voice and depending on the platform/account you are posting on. You can also draft your own! Consider using the web banner above as well.

**Facebook / LinkedIn:**

Join the National Demolition Association for Demolition San Diego! Visit [Company name] at [booth #] in the Expo. Register today and we’ll see you there! [**www.demolitionassociation.com/registration**](http://www.demolitionassociation.com/registration)

[Company name] and other leading manufacturers will be in attendance at Demolition San Diego – will you? Register to join us and the National Demolition Association in San Diego February 26 – March 1!! [**www.demolitionassociation.com/registration**](http://www.demolitionassociation.com/registration)

[Company name] is exhibiting at Demolition San Diego. Register and stop by the Expo at [booth #, when available] to learn more about our latest products and services! [**www.demolitionassociation.com/registration**](http://www.demolitionassociation.com/registration)

Visit us at our booth in the Expo at Demolition San Diego, your one-stop-shop for all things demolition. The National Demolition Association is reconnecting the industry. Find the full schedule on the event website. [**www.demolitionassociation.com/schedule**](http://www.demolitionassociation.com/schedule)

As 2022 approaches, it’s more important than ever to reconnect with each other and stay up-to-date on the latest products and services to help your company work more effectively, save more money, and keep employees safe. NDA’s Demolition San Diego is the perfect place to gain that knowledge. [Company name] is exhibiting and featuring [products, services, etc.] – this is a can’t-miss event, so register today! [**www.demolitionassociation.com/registration**](http://www.demolitionassociation.com/registration)

What can you expect at Demolition San Diego? Leading manufacturers and suppliers, including [Company name], will provide one-stop access to the latest technologies and tools to help your business. Register today and visit our booth in San Diego! [**www.demolitionassociation.com/registration**](http://www.demolitionassociation.com/registration)

***Facebook and LinkedIn Tips:***

* *In addition to sharing a post on your own Facebook timeline and LinkedIn profile, consider posting in a related group you belong to. Be sure to abide by group policy.*
* *Adding your own customization can go a long way towards ensuring that your post is read and not considered spam. Consider adding a personal message, including a related photo.*
* *Don’t forget to tag the* [*NDA Facebook page*](https://www.facebook.com/DemolitionAssoc) *or* [*LinkedIn page*](https://www.linkedin.com/company/national-demolition-association/)*!*

**Twitter:**

Join #DemolitionSanDiego as @NDAMakingWay reconnects the industry, February 26 – March 1. And stop by [booth # when available] in the Expo to learn more about our latest products. Register: <https://bit.ly/3vPcbnP>

Join [Company name] at #DemolitionSanDiego February 26 – March 1! [Company name] will be exhibiting and featuring [products, services, etc.]. Learn more: <https://bit.ly/3vPcbnP>

Don’t miss out on @NDAMakingWay’s #DemolitionSanDiego – the industry is reconnecting to push forward together! [Company name] will be exhibiting and hope to see you there. Learn more: <https://bit.ly/3vPcbnP>

Why do I attend @NDAMakingWay’s annual convention? [ideas: the Live *DEMOlition* Event, fast-and-furious education sessions, the industry-leading exhibitors, connecting with colleagues from across the country]. Register to join me at #DemolitionSanDiego February 26 – March 1! <https://bit.ly/3vPcbnP>

What can you expect at #DemolitionSanDiego? Leading manufacturers and suppliers like [Company name] will provide one-stop access to the latest technologies and tools to help your business. Register to join us in San Diego! <https://bit.ly/3vPcbnP>

At Demolition San Diego, learn how to help your company work more effectively, save more money, and keep employees safe. [Company name] will be exhibiting our latest products and services that help you do just that. Register to join today! <https://bit.ly/3vPcbnP>

***Twitter Tips:***

* *Tweets have a maximum length of 280 characters, including URLs, hashtags and punctuation. Be direct and succinct.*
* *Use URL shorteners whenever possible.*
* *Use the event hashtag: #DemolitionSanDiego in your Tweets.*
* *Add any relevant and active industry hashtags to (i.e. #demolition #demolitionindustryevents)*
* *Remember to diversify your posts. Spamming the same Tweet can generate a negative reaction from the community.*
* *Avoid posting at early or late hours of the day. During normal business hours is preferred and ideal.*
* *Follow and tag NDA’s Twitter account (@NDAMakingWay) for additional engagement opportunities.*

**Email**

Below is a sample email you can use to reach out to professional contacts in the industry to help spread the word about Demolition San Diego and invite them to attend. We recommend you tailor this to your own voice and personal style where applicable so that it does not feel like spam to your contact.

[Subject]: Join [me/company name] at Demolition San Diego!

[Body]

Dear <name>,

I’m excited that [company name] will join the National Demolition Association at their Annual Convention and Expo early next year. [**Demolition San Diego**](http://www.demolitionassociation.com/convention)is taking place February 26-March 1 and I’d love to see you join us too. As you know, our industry is getting back to work in earnest and this gathering will give us the chance to reconnect and push forward together.

**Event highlights include:**

* The ever-popular Live *DEMO*lition Event
* Educational content to help take your business to another level
* Leading exhibitors including [company name] in the Expo
* Hands-on, interactive learning with equipment
* Opportunities to develop and strengthen relationships with industry colleagues

I can’t recommend Demolition San Diego enough, at a time when it’s needed most. Visit us in the Expo as we’re showcasing [insert products, services].

You can [**learn more about registration here**](https://www.demolitionassociation.com/Education-Events/Demolition-Austin/Registration) and we hope to see you in San Diego!

[Signature]

**Email Signature**

Consider adding the banner below to your email signature in order to increase awareness of your attendance at Demolition San Diego with your professional contacts. You can use the template below or customize your current signature by adding the image/banner. Remember to link the image to [**www.demolitionassociation.com/convention**](http://www.demolitionassociation.com/convention)

**Name**

Title | Company

Address 1, Address 2 | City, State Zip

P: +1.XXX.XXX.XXXX | E: email@email.com

