



NATURAL PRODUCTS EXPO WEST

#ExpoWest
@NatProdExpo





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Pre-Show

Ask yourself – What do I want to accomplish at the show?

Plan ahead. Schedule as much as you can before getting onsite.

Choose your rock star and assign a daily point-person.

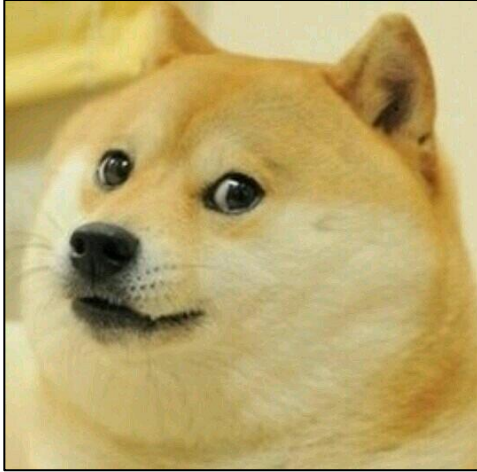
Know the hashtags and handles.

Become an iPhone expert.

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Find your puppy



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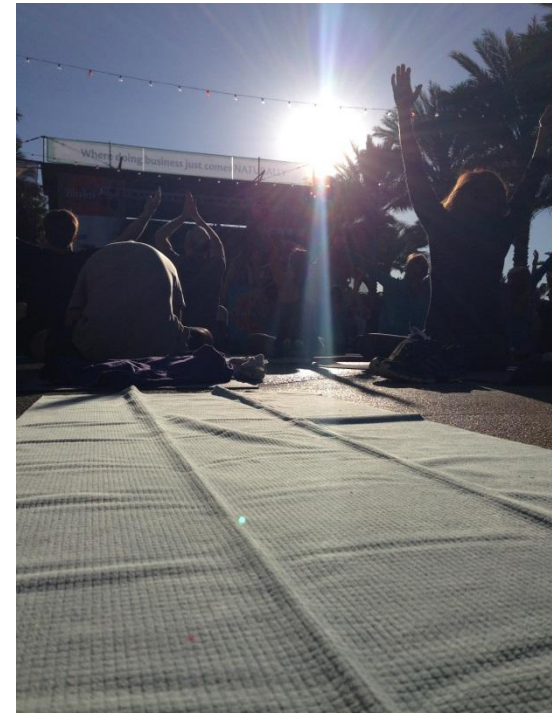


EPIC @EPICbar - 11 Mar 2015

Farewell California! May your beaches stay lovely and your food fresh!
#expowest



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During the Show

It's all about driving booth traffic

Dress up, take photos of attendees, showcase your product in a new light

Fun = Free

Think outside the show floor

Remember: Social media is a conversation

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Find your kitten



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Post-Show

Say 'Thank You'

Strategic follow-up

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