



## EXHIBITOR MARKETING TOOL KIT MATERIALS

### SOCIAL MEDIA POSTS

Save the date! The 2024 AHG Expo, presented by TAB, MAX & SKY, is back – bigger, brighter and better than ever before – at the Brisbane Convention and Exhibition Centre from March 20 & 21, 2024. Be sure to register to attend (for free) so that we can see you there: [Insert tiny link](#)

We are looking forward to joining thousands of other industry leaders at the 2024 AHG Expo, presented by TAB, MAX & SKY, in March! Will you be there, too? It's FREE to attend, and you can register online now: [Insert tiny link](#)

Brisbane's AHG Expo, presented by TAB, MAX & SKY, continually draws big crowds from all over Australia (and beyond), which is why we are so keen to be a part of the 2024 event, on March 20 & 21. Will you be there, too? Register to attend for FREE at [bit.ly/VisitAHGExpo](http://bit.ly/VisitAHGExpo) and find us at **Stand XX**

One of our industry's premier trade events, the 2024 AHG Expo, presented by TAB, MAX & SKY, has unveiled its line-up of Expo-week activities, including awesome guest speakers, exciting networking events and more. The main event week is the Expo itself, on March 20 & 21, and we'll be there with bells on! Will we see you there, too? FREE visitor registration can be made online now. [Insert tiny link](#)

"These past few years have proven the need for hospitality venues to prioritise innovation, flexibility and customer connection," AHG Expo CEO Craig Hartly says. "The AHG Expo brings all of our industry's latest ideas and technology together in one convenient location." The 2024 AHG Expo, presented by TAB, MAX & SKY, will offer visitors a diverse array of hospitality, gaming, food and beverage exhibitors – and that's why you'll find us there at **Stand XX**!

Visiting the 2024 AHG Expo, presented by TAB, MAX & SKY, and wanting to plan ahead? The 2024 Expo floor plan is online to help you compile a list of the most relevant and important stands for your visit. Just make sure to pop us on your list! You can find us at **Stand XX**. <https://ahgexpo.com/floorplan/>

Are you coming along to see us at the 2024 AHG Expo, presented by TAB, MAX & SKY? Once you've registered to attend, make sure you also organise your



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accommodation. The AHG Expo website offers a wealth of info for visitors to Brisbane city, including special accommodation deals for Expo-goers.

<https://ahgexpo.com/stay/>

Visiting us at the 2024 AHG Expo, presented by TAB, MAX & SKY, in Brisbane? Did you know there are additional events on throughout the week for our industry? Make the most of your visit and check out the AHG Expo website for all the details of the full week's events. [www.ahgexpo.com](http://www.ahgexpo.com)

What's high on your to-do list during the AHG Expo, presented by TAB, MAX & SKY, week in Brisbane in March 2024? As well as visiting us at the Expo, the best free event is the AHG Cocktail Party which takes place on the showroom floor at 4pm on Expo day one (Wednesday, March 20). Check out the AHG Expo website for all the details of the full week's events. [www.ahgexpo.com](http://www.ahgexpo.com)

## NOTES FOR EXHIBITORS ON COMPELLING SOCIAL POST CONTENT

- Think about what is going to be new, unique, exciting about your stand this year. What is your point of difference?
- Do you have new product/s or services to launch at AHG Expo? Maybe you can compile a series of 'teaser' posts in the lead up to March to entice your audience to visit you at Expo to find out what the exciting new 'thing' is?
- Can you offer a one-stop-shop experience for visitors where they are able to touch and see your new product, discuss it with your team's experts, collect information and even place an order?
- Does Expo present an opportunity for you to socialise with your South-East Queensland-based and/or visiting clientele? Can you invite them to join you at one of the additional Expo week events we have planned?
- Do you have eye-catching imagery to make your social posts really pop? This can be just as important, if not more so, than your post's written copy.



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### HASHTAGS AND POST TAGGING

- The official AHG Expo hashtag is #AHGExpo  
However, some exhibitors and visitors have used it with the relevant year as well, ie. #AHGExpo2024
- Don't forget to also tag the AHG Expo page in any of your posts, so we are notified of your posts as they go up (and we can then also potentially share your content on our social profiles). You can follow us at:  
<https://www.facebook.com/ahgexpo>  
<https://www.instagram.com/ahgexpo>  
<https://www.linkedin.com/company/ahgexpo>

### EXTENDED EXPO COPY FOR EXHIBITOR USE IN EMAIL MARKETING ETC ETC

**SUBJECT LINE:** 2024 AHG Expo – Are you coming?

**BODY COPY:**

We are excited to be part of the hospitality and gaming industry's biggest trade event of the year – the Australasian Hospitality and Gaming (AHG) Expo, presented by TAB, MAX & SKY – when it returns to the Brisbane Convention & Exhibition Centre on March 20 & 21, 2024.

Expo visitors will find more stands (including ours!) showcasing innovations in entertainment, technology, gaming products, construction, education, furniture and more. The AHG Tastes precinct will also grow to more than 75 stands focusing wholly and solely on hospitality-related industry exhibitors.

If you're coming for the Expo, you can extend on your Expo experience by taking in the various additional educational and/or networking opportunities on offer during AHG Expo week. In 2024, there will be:

- The AHG Congress with keynote speeches from some of our industry's thought leaders
- A complimentary cocktail party
- Competitions galore
- Plus, loads more!

For more on the 2024 AHG Expo and those key events in Expo week, or to register to attend the Expo, visit [www.ahgexpo.com](http://www.ahgexpo.com) – we hope to see you at our stand!