



Conference Dates: August 23-26, 2024 | Expo Dates: August 24-26, 2024

Exhibitor Marketing Toolkit

You've taken the initial step toward success by joining us at NGAUS 2024. Now amplify your presence with these complimentary **pre-show**, **at-show**, and **post-show** marketing tools to promote your participation. Maximize your visibility while driving traffic to your booth, expanding selling avenues, and generating leads!

Logos & Graphic Banners

Include these graphics in pre-show and at-show digital advertising, promotional literature, email marketing campaigns and invitations, or even your email signature.

Email Invite

Use this pres-show template to easily personalize and share an email invitation to all your customers and prospects. Invite them to attend NGAUS 2024 and encourage them to visit your booth.

Sample Email Invitation:

Subject: Join us for NGAUS 2024!

Hi [first name],

You're cordially invited to join us at the 146th General Conference & Exhibition of the National Guard Association of the United States (NGAUS). This annual gathering of the nation's oldest military association will take place in Detroit from August 23-26, 2024.

[Company/Organization] is thrilled to be showcasing [solution/products] at our booth [#XXX]. Come by and see for yourself how our cutting-edge offerings can revolutionize the readiness and effectiveness of our nation's first military force.

Don't miss out on this unique opportunity! Visit the [NGAUS 2024 website](#) for more information and make sure to stop by our booth [#XXX] to discover how we can empower your team.

Looking forward to seeing you there!

Sincerely,
[Your name]

Leaderboard

	Conference Dates: August 23-26, 2024 Expo Dates: August 24-26, 2024	Countdown to NGAUS 2024! We're gearing up for the 146th General Conference & Exhibition in Detroit. Join us there!
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	Conference Dates: August 23-26, 2024 Expo Dates: August 24-26, 2024	We're Exhibiting! Join us for the 146th General Conference & Exhibition in Detroit.
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Medium Rectangle

	Conference Dates: August 23-26, 2024 Expo Dates: August 24-26, 2024			Conference Dates: August 23-26, 2024 Expo Dates: August 24-26, 2024
Countdown to NGAUS 2024! We're gearing up for the 146th General Conference & Exhibition in Detroit. Join us there!		We're Exhibiting! Join us for the 146th General Conference & Exhibition in Detroit.		

Mobile Banner

	Conference Dates: August 23-26, 2024 Expo Dates: August 24-26, 2024	We're Exhibiting! Visit our Booth!
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Logo — EPS, JPG, PNG



[View standard banner ad sizes and tips.](#)



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Social Media

Invite your customers and prospects to join you at NGAUS 2024 through social media with these graphics for [LinkedIn](#), [Instagram](#), [Facebook](#) and [X](#). Be sure to include your booth number and any new products or services you'll be featuring at the event. And don't forget to tag NGAUS in all your posts.

Sample Social Posts:

Pre-show 1 –

Countdown to NGAUS 2024! We're gearing up for the 146th General Conference & Exhibition in Detroit. Get ready to connect with us at the event, booth [#XXX] and discover what we have in store.

Follow us on social media for exclusive sneak peeks and updates, and don't forget to use the hashtag #NGAUS when posting about the event!

Pre-show 2 –

Get ready for innovation! We're excited to announce our participation at the 146th General Conference & Exhibition in Detroit! Join us at booth [#XXX] to discover firsthand our cutting-edge products and solutions. Don't miss out on this opportunity to explore what's next in [industry/field].

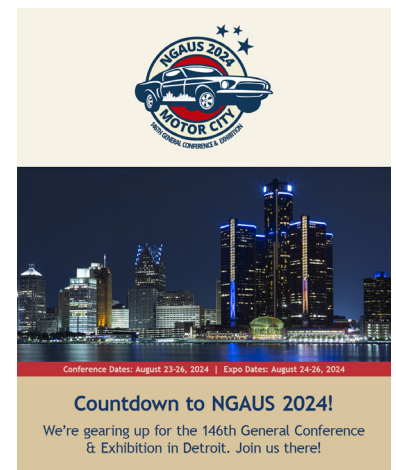
Stay in the loop! Follow us on social media for exclusive updates and insights. And when you share your experience, don't forget to use the hashtag #NGAUS in your post!

At Show –

We're thrilled to announce our presence at the 146th General Conference & Exhibition in Detroit! Swing by booth [#XXX] to take part in the action and discover our latest products and solutions.

Don't miss out! Follow us on social media and check back regularly for live updates. Remember to use the hashtag #NGAUS when posting about the event!

Download Graphics



Post Show –

We're riding the waves of gratitude! A heartfelt THANK YOU to everyone who dropped by our booth at NGAUS 2024 in Detroit! We're deeply grateful for the opportunity to connect, inspire, and collaborate with such amazing individuals. From engaging conversations to shared insights, your enthusiasm and support made our experience unforgettable.

Let's keep the momentum going! Follow us on social. [#companyhashtag]