FAN EXPO DALLAS

JUNE 11–13, 2027

KAY BAILEY HUTCHISON CONVENTION CENTER

FAN EXPO DALLAS
EXHIBITOR SOCIAL MEDIA TOOL KIT

We are looking forward to coming back to Dallas and hosting another great event. In addition to our logo, we've prepared some promotional images you can use on your website, social media, and newsletters. Let your customers know you're going to be at the show!

FAN EXPO DALLAS LOGO FOR 2027

You may use our logo when you promote your appearance at our show - just make sure you're using the most updated logo!

Formats: JPG, PNG, EPS



SOCIAL MEDIA IMAGES



Download and save these images to share on social media or embed on your website, blog, or email campaign.
Logo cannot be used on merchandise for sale (i.e. you cannot put our logo on your t-shirts or other merch).
Logo cannot be used as an implied endorsement of your product or service.

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OFFICIAL FAN EXPO DALLAS SOCIAL MEDIA CHANNELS

FAN EXPO Dallas news, guest announcements and "Know Before You Go" info will be shared across our official social media accounts.
We encourage you to tag and follow these accounts when promoting your content.

@FANEXPODallas @FANEXPODallas @FANEXPODallas

SAMPLE POSTS FOR YOU TO USE

Make your marketing efforts go further during FAN EXPO Dallas with these tips and tricks.

- Add your aisle and booth number in the post text so people can find you.
- Use the hashtag #FANEXPODALLAS2027 to boost your brand's post visibility.
- Like, share and retweet posts from celebrities, content creators, artists, and brands who have recently participated or will be participating at FAN EXPO Dallas.

Here are some ideas for your posts:

- We are so excited to announce that we will be at #FANEXPODALLAS2027! Make sure to check out our booth, we'll have some very special exclusives you won't want to miss!
- Only one week until #FANEXPODALLAS2027 and we couldn't be more excited! Come find us on the show floor every day at [booth number]. We can't wait to show you all of the specials and exclusives we have in store for you.
- Our booth is all set up and ready to go! Come and check us out at [booth number] #FANEXPODALLAS2027.
- We're so excited to be back at #FANEXPODALLAS2027 - come see our booth for show specials and exclusives like…
- Day 1 at #FANEXPODALLAS2027 is complete! It was so much fun meeting everyone today and we can't wait to see what Day 2 has in store for us! Come and visit us tomorrow at [booth number]!
- That's a wrap! We had so much fun at #FANEXPODALLAS2027, thank you to everyone that stopped by our booth! We can't wait to see you all next year.



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