



## Exhibitor Marketing Toolkit

### Social Media

- Follow us on [Twitter](#), [Facebook](#), [the BDA blog](#) and [LinkedIn](#)
- Retweet/ share our regular social media posts about the International Conference
- Use the following hashtag: #IC2018 and #ParentPower (specifically for the Saturday Parent and Carers' Event)
- Retweet [this post](#) to show your involvement (logos for all exhibitors who provided one for marketing purposes are included)

Please use our [social media button](#) to show your support and remember to add the weblink and hashtag to your posts:

- #IC2018
- <http://bdainternationalconference.org/>

### Media Pass

We are connecting with various journalists to attend the IC, including a documentary maker who will be filming for BBC 4. If you have connections with a journalist who would be interested in attending, please let me know and I will ensure they are offered a media pass.

### Practical Arrangements

Please remember to refer to Donna Stevenson's email correspondence for details about set up and arrangements during the conference.

### Contact

Please get in touch if you would like any more information about how to help promote the International Conference and drive more traffic to your stand:

- Liz Loly, Communications & Relationship Manager:
  - [lizl@bdadyslexia.org.uk](mailto:lizl@bdadyslexia.org.uk)
  - Mob: 07458 033 935

Thanks for your support, we're looking forward to a great event with you!