



# SOCIAL MEDIA POSTS

Accepted File Types: JPG, PNG

Dimensions: 1080×1080 pixels (width × height), one image per day of the show

Text Limit: 280 characters (*Including spaces*)

Required Resolution: 72 PPI

Color Mode: RGB

Source Group will strategically post your ads every day of the show, utilizing targeted hashtags to capture the attention of your audience.

Your company will craft a unique ad for each day of the show, which will be posted accordingly. These ads typically feature your company logo, product images, and desired text. Given that these ads will run during the show, please ensure that your booth number is included in each advertisement. Please provide a single website address to which you would like the ads to direct in your ad submission email.

## Boosted Posts:

We also provide the opportunity to enhance your social media presence through our Boost option, available for an additional fee of \$100. This service entails promoting one post of your choice to expand its reach to a wider audience. Contact our digital marketing team if you'd like to explore this option further.



## Design Assistance

We're here to help you! For a fee of \$150, we can create your Social Media Ads. Feel free to reach out to us at [sgmedia@sourceg.net](mailto:sgmedia@sourceg.net) for details.

