



## Social Media Captions

### When you are ready to create a post:

Use your own photos, videos, and pictures with the provided sample messaging, or leverage our content ideas to inspire your next viral post.

1. Upload your choice of image, video, or graphic to any social media channel.
2. Copy/paste or customize a caption from our suggestions below.
3. Fill in any blanks if applicable.
4. Tag The ARA Show's Social Channels and add the hashtag #ARAShow2024.
5. Post away!

### Social Media Captions: Before the Show

- Are you attending The ARA Show 2024? Be the first to find out about the future of tech and ground-breaking new technology. Find [EXHIBITOR] in booth [XXXX]. Register at [www.ARAshow.org](http://www.ARAshow.org) and join us in New Orleans!
- It's all happening at The ARA Show 2024! Join us in New Orleans Feb. 19-21 and be part of Shaping the Future of Rental. Find us in booth [XXXX]. Register now: [www.ARAshow.org](http://www.ARAshow.org)
- The world's largest equipment and event rental trade show is almost here! Will you be there to see our latest product/service at The ARA Show 2024? Find us in booth [XXXX]. Register to join us in New Orleans! [www.ARAshow.org](http://www.ARAshow.org)
- We are packing up and preparing our booth for #ARAShow2024, Feb. 19-21 in New Orleans! Will we see you there?
- Our team is heading to New Orleans for #ARAShow2024! Follow along for a look behind the scenes at the show.
- We are thrilled to exhibit at #ARAShow2024! We can't wait to connect with the rental industry community in person.
- We're exhibiting at #ARAShow2024! Stop by booth [XXXX] to check out our latest products and meet with our team.
- We can't wait to show you what new products we have in store at [EXHIBITOR]. Stay tuned to learn more at #ARAShow2024!
- Add a stop to booth [XXXX] to your list! We are hosting [event or contest] on [date and time] with [details].



## Social Media Captions

### Content Ideas: Before the Show

- Get a shot of your team behind the scenes packing up or prepping for the show.
- Snap a team photo or video introducing your staff at your booth.
- Create a photo or video teaser of a new product launch.
- Share a mood or inspiration board for the product design.
- Emphasize an unveiling by sharing a picture of the product wrapped up or under a covering.
- Snap a picture with the product or packaging peeping out of the corner.
- Give clues in the caption about the product and have people guess in the comments.



# Social Media Captions

## Social Media Captions: At the Show

- We are Shaping the Future of Rental right here at #ARAShow2024! Will we see you there?
- Visit us at booth [XXXX] to see our latest and greatest products!
- #ARAShow2024 is finally here! Visit our booth [XXXX] to say hello.
- Our booth at #ARAShow2024 is one you don't want to miss! Stop by booth [XXXX] to meet our team and check out our latest products!
- Let's connect! Meet the team behind the [EXHIBITOR]'s products at booth [XXXX] at #ARAShow2024!
- Stop by booth [XXXX] at #ARAShow2024 to check out our latest products and stay for a quick chat!
- (Live Video) Coming to you live from our [event or contest name]! Stop by booth [XXXX] for [details]. #ARAShow2024
- Have you stopped by booth [XXXX] to check out our latest products? #ARAShow2024



## Social Media Captions

### Content Ideas: At the Show

- Post a photo or a timelapse video of your booth setup.
- Create a behind-the-scenes video or reel of your staff working the booth.
- Create a reel that shows attendees interacting with your products.
- Share a promotional image or video for the contest or event you are hosting at your booth (if applicable).
- Reveal more teasers for new products.
- Highlight your products/product lines on display at your booth.
- Create a “day in the life” at The ARA Show 2024 vlog-style video or reel.
- Introduce staff working the booth and have them say a little about themselves or their role and why they love working in the rental industry.



# Social Media Captions

## Social Media Captions: Post Show

- Check out our highlights from a successful #ARAShow2024. See you next year!
- Thanks to everyone who visited our booth at #ARAShow2024 this year!

## Content Ideas: At the Show

- Share photo and video highlights of your time at The ARA Show.
- Share photos of other attendees you met at your booth and during the show.
- Show what you saw on the show floor when you were able to sneak away from your booth.
- Share photos of your team/staff back in the office settling in after the show.