

EXHIBITOR SOCIAL SWAG KIT 2026

Dear Exhibitor,

Thank you for joining us at Fiber Connect 2026 — the premier industry event for fiber broadband! As an exhibitor, you're shaping the future with us. To help you make the most of your participation, we've created this social swag kit with easy to customize posts to drive traffic to your booth — so you can engage with attendees, colleagues, and partners before and during the show.

We look forward to seeing you at Fiber Connect 2026. Where together, we will show the world what it means to be light years ahead.

STEP 1: Choose your artwork.

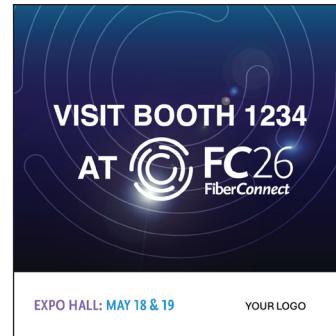
We have created three templates to use leading up to Fiber Connect — and also when you are at the show!



Layout A



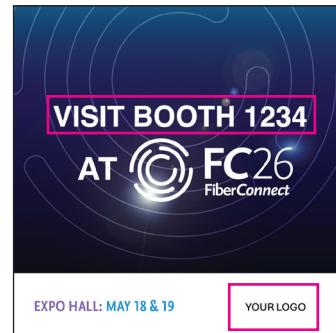
Layout B



Layout C

STEP 2: Customize with your booth number and logo.

It's easy! Simply open PowerPoint and type in the editable fields to enter your booth number and drop in your logo. Please do not change type size, colors, or content — as we have established a consistent brand look for the meeting.



The highlighted areas represent customizable fields.

STEP 3: Export png file to post.

Once you have created your artwork, you will need to export it as a png file to post to social media networks such as LinkedIn.

Method 1: Use File > Export

1. Select the slide you want to export from your presentation.
2. Click File in the top-left corner.
3. Select Export from the menu.
4. Click Change File Type.
5. Choose PNG Portable Network Graphics (.png)*.
6. Click Export.
7. Select Just This One to save only the currently selected slide.

Method 2: Use File > Save As

1. Select the slide you want to export.
2. Click File.
3. Select Save a copy or Save as.
4. Choose a location for your file.
5. Click the dropdown menu next to “Save as type” (or “File type”) and select PNG Portable Network Graphics (.png)*.
6. Click Save.
7. A dialog box will appear asking if you want to save all slides or just the current one. Choose Just This One.

STEP 4: Choose post copy.

Below you'll find ready-to-use text options you can copy and paste into your posts to quickly share your participation and drive booth traffic. Feel free to use as is or customize.

Option 1:

Join **<Insert Company Name>** at Fiber Connect to get a front-row look at the future of broadband.
#FC26 #FiberConnect #lightyearsahead

Option 2:

Stop by **<Insert Booth#>** at Fiber Connect 2026 to meet our team and see what the future of connectivity looks like.
#FC26 #FiberConnect #lightyearsahead

Option 3:

<Insert Company Name> is helping build what's next. Visit **<Insert Booth#>** to experience how we're using fiber to shape a world that's light years ahead.
#FC26 #FiberConnect #lightyearsahead

Have an idea that's light years ahead? Write your own. Just please include your booth number and give brief direction so attendees can find you.

STEP 5: Post it!

You are now ready to drive traffic to your booth and post the artwork and message. Go to the social channel of your choice — and post!

QUESTIONS?

Please contact exposervices@fiberbroadband.org with any questions or assistance.

WANT TO BUILD A LINKEDIN CAROUSEL?

A carousel is one of the most effective ways to boost engagement on LinkedIn. They invite interaction, telling a story or breaking down topics into “snackable” pieces that are easy to digest. And they keep viewers on your post longer, leading to a higher click-through rate and a greater likelihood of the algorithm promoting your post.

To create your own carousel, use one of the additional images in the social media kit — or make it personal with photos of your team, your booth from a past Fiber Connect, or a sneak peek of the products you'll be showcasing this year.

Please Note: There are both organic and paid options. Organic carousels can be created by uploading a multi-page PDF document, while the traditional, swipeable image carousel format is only available for paid ads.



Image D

*Location Image of
Gaylord Palms Resort
& Convention Center*

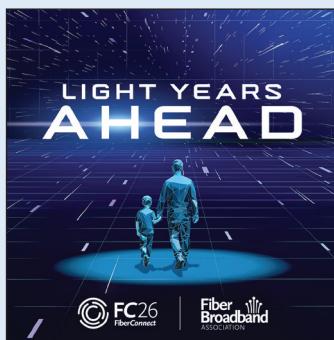


Image E

Meeting Thematic

DRIVE TRAFFIC TO YOUR EXHIBIT BEFORE THE SHOW

Showcase your booth by adding the official FC26 event Email Signature/Footer to your daily communication. It's an easy way to let your entire network know exactly where they can find you, elevating your presence before the show. The more visibility you build now, the bigger the impact you'll make once there.



FC26 Exhibitor Email Tag (728 x 120)