



MATS social media standard use guidelines for exhibiting companies

In an effort to continually provide effective communication between MATS attendees and exhibiting companies we have established social media communities on Facebook and Twitter.

In order to control the volume and quality of the information disseminated through our social media channels (Facebook, Twitter) we ask that all exhibiting companies abide by our social media standard use guidelines.

The following guidelines apply to the use of any MATS social media channels

1 Any messages disseminated through MATS social media channels must pertain to MATS. Exhibiting companies are invited to address industry issues but we request that you tie MATS, or your participation in MATS into your message.

2 Please limit your message to one post per month until February 1st, then one post per week leading up to the show, and one post each morning of the show and one hour prior to your activity at the show.

3 Any sweepstakes or giveaways communicated through MATS social media channels must conform to MATS rules and regulations and are required to be awarded to the winning participant at MATS.

Twitter hashtag: #MATS

Facebook: #MATS,

or reference the official event page by typing Mid-America Trucking Show

MATS reserves the right to delete content posted to our social media channels that does not adhere to these guidelines (this is only possible via Facebook)

**Sponsored postings are available to exhibiting companies. If you have an interest in sponsored postings please contact EMA at 800-626-2370.

EXHIBIT MANAGEMENT ASSOCIATES, INC.

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