

This summer, the industry's premier event returns to Orlando!

Join us for **IDDBA 2026**, June 7–9 in Orlando, as we bring together the dairy, deli, bakery, convenience store, and foodservice industries for three days of innovation, connection, and inspiration. Trends and technology are constantly evolving, and that shapes how your brand shows up online. That's why we're offering strategic tips to help your team make the most of social media before, during, and after the show.

The official hashtag for IDDBA 2026 is:

#IDDBA2026

Other hashtags that you might see include:

#WeAreIDDBA #WhatsInStoreLive

In addition to the official tags, include audience-targeted hashtags like #donuts, #deli, #packaging, or #cheese to expand your post's visibility and connect with your specific audiences.

Be sure to use **#IDDBA2026** on all your social media posts to help increase your reach to those who are attending or are interested in the IDDBA show. In addition, posts that use the official hash tag will actually reach attendees *inside* the trade show through our Social Wall which will display qualifying content on screens throughout the show and put your post in front of more than 10,000 attendees! Further, posts with these hashtags that tag IDDBA are even more likely to be shared with our thousands of followers on LinkedIn or other social media like Instagram, and IDDBA has *the* most engaged followers in the industry.

LinkedIn's continues to grow in popularity among our members and is an excellent platform for sharing show updates, and we also have a growing presence on Instagram. To support your goals and help maximize results, we encourage you to use those channels where your audience is most engaged. Don't forget to use the IDDBA App, available for iPhone and Android, to enhance your show experience.

Need content ideas? Here are some short, sample Instagram posts for inspiration:

[1]

Check out these eye-popping [PRODUCTS]. We can't wait to connect with you in person at #IDDBA2026, June 7-9 in Orlando! You'll find us at Booth [NUMBER] so be sure to stop by!

[2]

Love [CATEGORY]? Come see what's fresh at Booth [NUMBER] from [YOUR COMPANY]. Introducing [YOUR NEW PRODUCT] at #IDDBA2026 – you won't want to miss it! #WeAreIDDBA #Innovation #[CATEGORY] #[CATEGORY] #[CATEGORY]

[3]

We're at IDDBA's show in Orlando to get business done with our fellow [CATEGORY]-lovers. Connect with us through the @IDDBA App to secure your meeting or find us at the show! [COMPANY] – Booth # [NUMBER] - #IDDBA2026

[4]

Let's make some magic in Orlando! Join us at Booth [NUMBER] to see our fresh innovations that will blow you away! These [PRODUCTS] look even better in person!
#IDDBA2026 #[CATEGORY] #[CATEGORY] #[CATEGORY] #[CATEGORY] #[CATEGORY]

As always, be sure to use the official hashtag #IDDBA2026 and tag IDDBA directly in every post to increase the likelihood that we share your content with the industry. We'll see you in Orlando, June 7–9!