

The 60<sup>th</sup> anniversary of IDDBA is in 2024! We're excited to have you joining us for this milestone year for the largest industry-only event for the dairy, deli, bakery and foodservice industries. There are some valuable new ways to approach social media to succeed at IDDBA 2024 in Houston, June 9-11, that we are happy to share with you.

The official hashtag for IDDBA 2024 is:  
**#IDDBA2024**

Other tags that you might see used include:  
**#WeAreIDDBA**  
**#WhatsInStoreLive**

Be sure to use #IDDBA2024 on all of your social media posts to help increase your reach to those who are attending or are interested in the IDDBA show. In addition, social media posts with the official hash tag can actually reach attendees *inside* the trade show through our Social Wall which will display posts using this hashtag on screens throughout the event for our 10,000+ attendees to see! 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 X – and IDDBA has *the* most engaged followers in the industry.

LinkedIn continues to be one of the most popular places for our members to post their updates about the show, but Instagram and X can also be a way to reach our audience. The IDDBA App, available for iPhone and Android, can be used during the show or even *today* to promote your product and message.

Looking for ideas for what to post? Here are some sample posts, formatted for X, to provide some inspiration:

[1]  
We're excited to see you at #IDDBA2024 in Houston, June 9-11! Be sure to visit us at Booth [NUMBER] and find us on the @myIDDBA App.

[2]  
If you love [CATEGORY], you'll want to stop by Booth [NUMBER] to visit [YOUR COMPANY] during #IDDBA2024. You'll be excited at how remarkable [YOUR NEW PRODUCT] is - be sure to check it out!

See you in Houston!

[3]  
We're at IDDBA's show in Houston to get business done with our fellow [CATEGORY]-lovers. Find us during the show or send us a message here or on the IDDBA App for a personalized appointment.

[COMPANY] – Booth # [NUMBER] - #IDDBA2024

[4]

Join us in Houston at #IDDBA2024 and see our newest innovations that will ‘wow’ your customers!

Find us on the IDDBA App or at our Booth #[NUMBER] during the show, June 9-11.

#[CATEGORY, ex: #cheese or #salami]

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Once again, as always, be sure to use the official hashtag and tag IDDBA directly to increase the chance that we share your posts with the industry.

We’ll see you in Houston for #IDDBA2024 in June!