

This summer, the industry's premier event is heading to New Orleans!

Join us for **IDDBA 2025**, June 1–3, as we reunite the dairy, deli, bakery, convenience store, and foodservice industries for three days of innovation, connection, and inspiration. As trends and technology evolve, so does the way we show up online. That's why we're sharing strategic tips to help your team maximize your social media presence before, during, and after the show.

The official hashtag for IDDBA 2025 is:

#IDDBA2025

You'll also see:

#WeAreIDDBA #WhatsInStoreLive

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

Be sure to use **#IDDBA2025** 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, 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 the more than 10,000 people in attendance! 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 popularity among our members continues to grow and is a great place to post updates about the show, but Instagram and X can also be a way to reach your audience. The IDDBA App, available for iPhone and Android, can be used during the show or even *today* to promote your product and message.

Need content ideas? Start with these sample posts, formatted for Instagram, for inspiration:

[1]

We're thrilled to connect with you at #IDDBA2025, June 1-3 in New Orleans! Be sure to visit us at Booth [NUMBER] and find us on the @IDDBA App.

[2]

Love [CATEGORY]? Come see what's fresh at Booth [NUMBER] from [YOUR COMPANY]. Introducing [YOUR NEW PRODUCT] at #IDDBA2025 – you won't want to miss it! #WeAreIDDBA #Innovation #[CATEGORY] #[CATEGORY] #[CATEGORY]

[3]

We're at IDDBA's show in New Orleans 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] - #IDDBA2025

[4]

Let the good times roll! Join us in New Orleans at #IDDBA2025 to explore innovations that will 'wow' your customers! Booth #[NUMBER] #NewOrlean #[CATEGORY] #[CATEGORY] #[CATEGORY] #[CATEGORY] #[CATEGORY]

Once again, as always, be sure to use the official hashtag and tag IDDBA directly on every post to increase the chance that we share your posts with the industry. We'll see you in New Orleans for #IDDBA2025, June 1-3!