

NEWPORT  Presented by   
INTERNATIONAL BANK  
BOAT SHOW NEWPORT®

# NEWPORT INTERNATIONAL BOAT SHOW

SEPTEMBER 14-17, 2023

---

SOCIAL MEDIA TOOLKIT



# ABOUT INSIDE THE TOOLKIT



Welcome to the Newport International Boat Show presented by Bank Newport! This toolkit will serve as a guide to connecting with us on social media. We make it easy for you to get your followers excited about your presence at the Show.

In this toolkit, you will find social media handles, relevant hashtags, captions, and imagery to create an integrated marketing campaign through your social platforms.

To start, please visit our Facebook page and share the event. To do so, go to [facebook.com/NewportBoatShow](https://facebook.com/NewportBoatShow), click the "Events" tab, select the 2023 show event and share with your followers.

Make sure your followers know ahead of time that you will be at the Newport International Boat Show presented by Bank Newport. We recommend frequent posts about the show 4-6 weeks in advance with one related post per week. We make this easy by providing template posts you can either copy and paste or customize.

Click [HERE](#) to access downloadable images.

We look forward to connecting with you!

# CONNECT WITH US

Be sure to follow and tag NIBS on all social media platforms:



Newport International  
Boat Show



@thenewportboatshow



Newport International  
Boat Show



# INCORPORATE OUR LOGOS

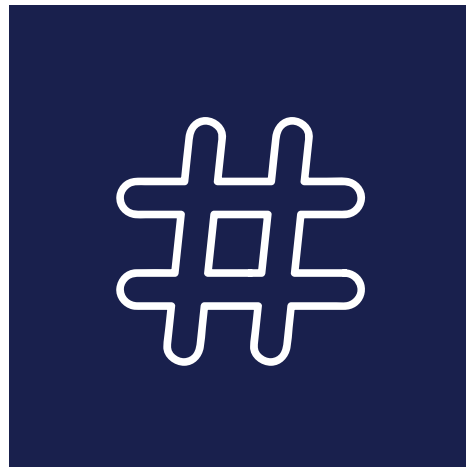
Pair up your logo with ours on all Newport International Boat Show related posts. Please use the following logo as is below.



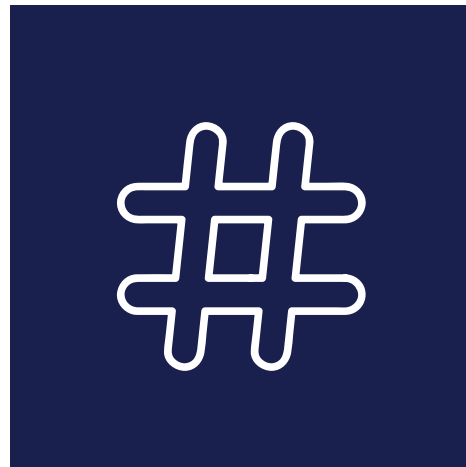


# USE OUR HASHTAGS

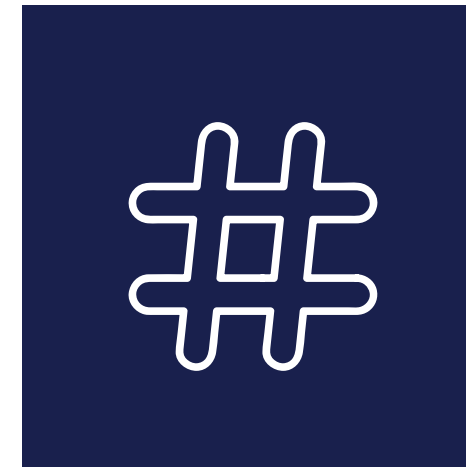
When posting about the Newport International Boat Show, please use the following hashtags — it's another way to spread the word and increase your reach!



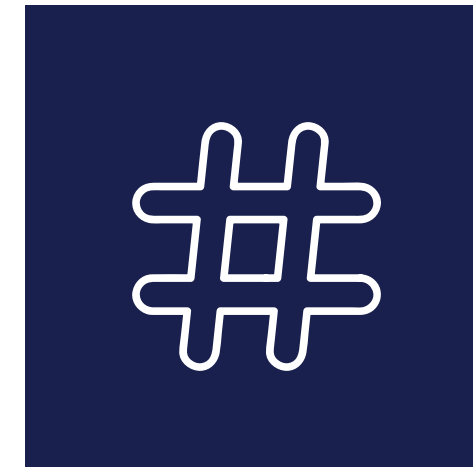
#NewportInternationalBoatShow



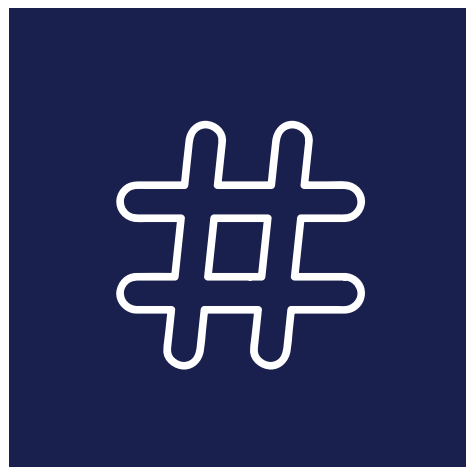
#NIBS2023



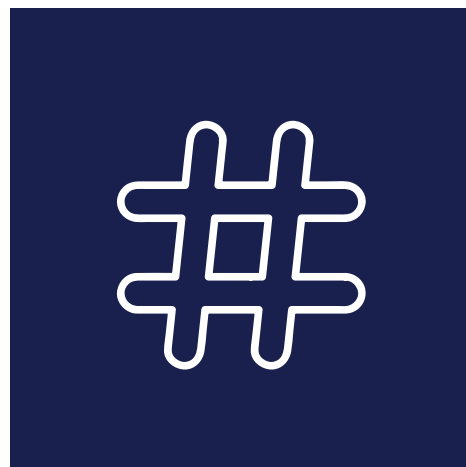
#NewportBoatShow2023



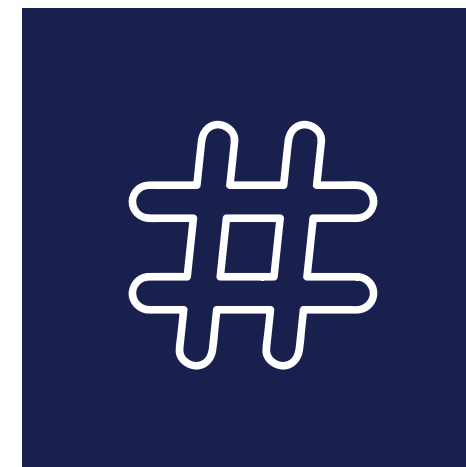
#NewportBoatShow



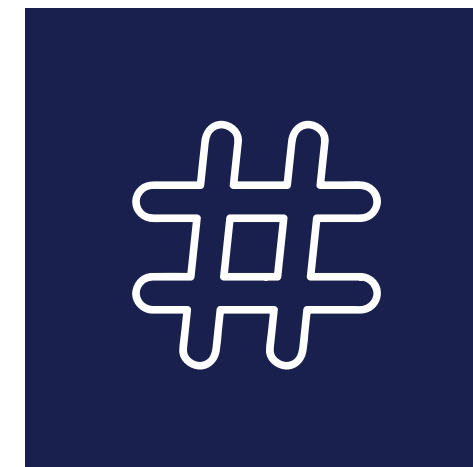
#NPTRightNow



#NewportRI



#NIBS



#BankNewport



# LET'S BE SOCIAL!

---

*It's time to make waves on social media!*

We've designed the perfect posts and visuals for your Facebook, Instagram, and LinkedIn feeds. Want to make a splash at the Newport International Boat Show? Just tag us in your posts and we'll return the favor!

Getting started is easy! Copy and paste our posts onto your own profiles, add your own creative spin, and voila – your socials are looking ship-shaped.

Don't forget to tag NIBS so we can see all your amazing content, and we'll be sure to tag you in ours too! Let's make some serious waves together!





# FACEBOOK

## Post #1

We are thrilled to announce that we'll be exhibiting at @NewportInternationalBoatShow September 14-17 in downtown Newport, Rhode Island. Get ready to witness some of the most innovative boating products and boat displays in the market! Visit [newportboatshow.com](http://newportboatshow.com) for more information and to purchase tickets. See you there!

## Post #2

Come join us at the @NewportInternationalBoatShow! We invite you to explore the variety of powerboats and sailboats ranging from 15- to 90 feet, and hundreds of marine products, services, and accessories that enhance the nautical lifestyle. From September 14th to 17th, don't miss this opportunity to experience everything this show has to offer! For more information and tickets, visit [newportboatshow.com](http://newportboatshow.com)

## Post #3

Hey boating enthusiasts! ⚓

The wait is over! Come join us at the @NewportInternationalBoatShow to expand your boating interest to new heights. Visit us at booth (Insert booth number) during the show from September 14th-17th on Newport's scenic waterfront and see it for yourself. Don't forget to get your tickets at [www.newportboatshow.com](http://www.newportboatshow.com)

## Post #4

Celebrating its 52nd year, the @NewportInternationalBoatShow is one of the largest in-water events in the country and the premier show in New England. It encompasses over 14 acres of Newport's famed waterfront and hosts hundreds of exhibitors, dealers, and manufacturers, with new powerboats and sailboats ranging from 15 to 90 feet, plus an extensive selection of marine equipment, services, and accessories for boaters. A variety of high-profile sponsors are already committed to adding to the experience with special events throughout the Show.



# INSTAGRAM

## Post #1

We are thrilled to announce that we'll be exhibiting at @thenewportboatshow September 14-17 in downtown Newport, Rhode Island. Get ready to witness some of the most innovative boating products and boat displays in the market! Visit [newportboatshow.com](http://newportboatshow.com) for more information and to purchase tickets. See you there!

## Post #2

Come join us at the @thenewportboatshow! We invite you to explore the variety of powerboats and sailboats ranging from 15- to 90 feet, and hundreds of marine products, services, and accessories that enhance the nautical lifestyle. From September 14th to 17th, don't miss this opportunity to experience everything this show has to offer! For more information and tickets, visit [newportboatshow.com](http://newportboatshow.com)

## Post #3

Hey boating enthusiasts! ⚓

The wait is over! Come join us at the @thenewportboatshow to expand your boating interest to new heights. Visit us at booth (Insert booth number) during the show from September 14th-17th on Newport's scenic waterfront and see it for yourself. Don't forget to get your tickets at [www.newportboatshow.com](http://www.newportboatshow.com)

## Post #4

Celebrating its 52nd year, the @thenewportboatshow is one of the largest in-water events in the country and the premier show in New England. It encompasses over 14 acres of Newport's famed waterfront and hosts hundreds of exhibitors, dealers, and manufacturers, with new powerboats and sailboats ranging from 15 to 90 feet, plus an extensive selection of marine equipment, services, and accessories for boaters. A variety of high-profile sponsors are already committed to adding to the experience with special events throughout the Show.







# LINKEDIN

## Post #1

We are thrilled to announce that we'll be exhibiting at @NewportInternationalBoatShow September 14-17 in downtown Newport, Rhode Island. Get ready to witness some of the most innovative boating products and boat displays in the market! Visit [newportboatshow.com](http://newportboatshow.com) for more information and to purchase tickets. See you there!

## Post #2

Come join us at the @NewportInternationalBoatShow! We invite you to explore the variety of powerboats and sailboats ranging from 15- to 90 feet, and hundreds of marine products, services, and accessories that enhance the nautical lifestyle. From September 14th to 17th, don't miss this opportunity to experience everything this show has to offer! For more information and tickets, visit [newportboatshow.com](http://newportboatshow.com)

## Post #3

Hey boating enthusiasts! ⚓

The wait is over! Come join us at the @NewportInternationalBoatShow to expand your boating interest to new heights. Visit us at booth (Insert booth number) during the show from September 14th-17th on Newport's scenic waterfront and see it for yourself. Don't forget to get your tickets at [www.newportboatshow.com](http://www.newportboatshow.com)

## Post #4

Celebrating its 52nd year, the @NewportInternationalBoatShow is one of the largest in-water events in the country and the premier show in New England. It encompasses over 14 acres of Newport's famed waterfront and hosts hundreds of exhibitors, dealers, and manufacturers, with new powerboats and sailboats ranging from 15 to 90 feet, plus an extensive selection of marine equipment, services, and accessories for boaters. A variety of high-profile sponsors are already committed to adding to the experience with special events throughout the Show.



# SOCIAL MEDIA IMAGERY

Include these photos when posting on Facebook, Instagram, and LinkedIn to drive more engagement!

Need more? Access our image library [here](#) or head over to our social media accounts and repost our images — don't forget to tag us!





# FACEBOOK COVER PHOTO





# CUSTOM EMAIL NEWSLETTER

PMC will customize an email campaign to include your logo and call-to-action button!

This will be sent in either a PDF or JPEG format, making it easy to upload to any email distribution software.

**This is available upon request to all exhibitors**  
**Send us an email at [jemory@newportexhibition.com](mailto:jemory@newportexhibition.com)**  
**to receive yours!**



*Presented by*



**SEPTEMBER 14 -17, 2023**  
NEWPORT, RHODE ISLAND





# THANK YOU

Looking for more? We're happy to help! For any social media efforts related to the Newport International Boat Show presented by Bank Newport, please feel free to contact [PMC Media Group](#).



[social@pmcne.com](mailto:social@pmcne.com)



[www.pmcne.com](http://www.pmcne.com)



401.667.7777

