



Hello Exhibitors,

You've invested in Nursery/Landscape EXPO 2026—now let's make sure the right people find your booth.

Promoting ahead of time leads to better traffic, stronger conversations, and more qualified leads. Use the templates to drive booth visits, set meetings, and maximize your time onsite.

Tip: Share customer testimonials or success stories...they're one of the best ways to attract attention.

If using your own promotions, include:

- **Dates:** August 11-13, 2026 (Tradeshow: August 12-13)
- **Location:** Henry B. González Convention Center, San Antonio, TX
- **Website:** nurserylandscapeexpo.org
- **Hashtag:** #TNLAEXPO2026
- **Social:** Facebook @Nursery/Landscape EXPO | Instagram

@nurserylandscapeexpo

We are including examples of optional social media templates on the following pages. We also have branded design elements available for you to use. See our logos and design elements below:

<https://drive.google.com/drive/folders/1iW-k4pl-ZQCRXDyAq6jpoHBIRU5a4FBm?usp=sharing>

Let's work together to make EXPO 2026 a success!

✉ **Email 1: Announcement + Awareness + Social Proof**

Subject: Will we see you at EXPO?

Body:

Hi [Name],

We'll be at Nursery/Landscape EXPO this August and if you're planning to attend, we'd love to connect.

Don't just take it from us:

"[Insert short testimonial about your product/service]"

– [Customer Name / Company]

EXPO is one of the few times each year where the green industry comes together in one place. It's the perfect opportunity to discover new solutions, compare products, and have real conversations with suppliers.

📍 Visit us at Booth [#]

📅 August 12-13 | San Antonio

👉 Register here: nurserylandscapeexpo.org

📱 Show us you're coming by tagging @nurserylandscapeexpo on Instagram and @Nursery/Landscape EXPO on Facebook, and use #TNLAEXPO2026

Let us know if you're attending, we'd love to connect.

✉ **Email 2: Why Visit Us (Differentiation + Testimonial)**

Subject: Why people choose us, see for yourself at EXPO

Body:

Hi [Name],

If you're attending Nursery/Landscape EXPO, make sure to stop by our booth.

Here's what one of our customers had to say:

"[Insert result-driven testimonial]"

– [Customer Name]

Want to see how this could work for your business?

Stop by Booth [#] and connect with our team, we'd love to learn more about what you're working on and how we can help.

📍 August 12-13 | San Antonio

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📱 Show us you're coming by tagging @nurserylandscapeexpo on Instagram and @Nursery/Landscape EXPO on Facebook, and use #TNLAEXPO2026

Email 3: Urgency + Industry Value

Subject: EXPO is coming up, don't miss it

Body:

Hi [Name],


Nursery/Landscape EXPO is right around the corner, and we're getting ready for a busy show. If you're planning to attend, we'd love to connect and show you why businesses choose to work with us:

"[Insert testimonial about results or experience]"


– [Customer Name]

EXPO is where the industry comes together to build relationships, explore what's new, and find solutions that move businesses forward.

 Booth [#]

 August 12-13 | San Antonio

 Register here: nurserylandscapeexpo.org

 Show us you're coming by tagging @nurserylandscapeexpo on Instagram and @Nursery/Landscape EXPO on Facebook, and use #TNLAEXPO2026

We hope to see you there.

Email 4: Book Meetings (High Conversion)

Subject: Want to meet at EXPO?

Body:

Hi [Name],

We'll be at Nursery/Landscape EXPO August 6-7, and our schedule is starting to fill up.


Here's what one of our customers had to say:

"[Insert testimonial]"


– [Customer Name]

If you're attending, now is a great time to connect and set up a quick meeting.

 Booth [#]

 August 12-13 | San Antonio

Reply to this email or reach out—we'd love to connect and make the most of your time at EXPO.

 If you're planning to attend, tag @nurserylandscapeexpo on Instagram and @Nursery/Landscape EXPO on Facebook, and use #TNLAEXPO2026

NURSERY/LANDSCAPE
EXPO
2026

**Ready, Set,
WIN!**

AUGUST 11-13, 2026
SAN ANTONIO, TX

Use Social Media to Promote Your Booth at Nursery/Landscape EXPO 2026

August 11-13, 2026

Henry B. González Convention Center | San Antonio, TX

Tradeshow Floor: August 12-13

Promoting ahead of EXPO drives more traffic, better conversations, and stronger leads.

Use your marketing to:

- ✓ Drive booth visits
- ✓ Build awareness
- ✓ Maximize your time onsite

Include in every post:

- EXPO Dates & location
- Your company name and booth number
- Registration Link
- #TNLAEXPO2026
- Tag: @nurserylandscapeexpo

What to post:

- Products/services
- Booth previews
- Your team
- Testimonials (highly effective)

Quick tip: Short videos perform best—keep it simple. Include customer testimonials, product demos, behind the scenes booth set up or quick team introductions.

Let's make EXPO 2026 a success—for you and the industry.



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www.NurseryLandscapeEXPO.org



Need help posting?

We've included step-by-step instructions below for posting on Facebook, Instagram, and LinkedIn to make things easy, even for those who don't live on social media.

Instructions for Publishing Social Media Posts

Facebook

1. Log in to your Facebook account.
 2. Go to your business page where you want to publish the post.
 3. Click on the "Create Post" box at the top of your page's timeline.
 4. Copy and paste one of the provided captions into the post box.
 5. Add your booth number and team members' names where indicated.
 6. You can add an image or video related to your participation in the Expo by clicking the "Photo/ Video" button.
 7. Add hashtag #TNLAEXPO2026 and tag Nursery/Landscape Expo
 8. Once your post is ready, click "Post" to publish it.
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Instagram

1. Open the Instagram app and log in to your account.
2. Tap the "+" icon at the bottom center of the screen to create a new post.
3. Choose a post or reel (video) from your gallery or take a new one to accompany your caption.
4. Tap "Next" and then tap "Next" again after applying any desired filters or edits.
5. Copy and paste one of the provided captions into the caption field.
6. Add your booth number and team members' names where indicated.
7. Add hashtags, please use #tnlaexpo2026 and tag @nurserylandscapeexpo
8. Tap "Share" to publish your post.

How to Post an Instagram Story

*Go to your phone's photo gallery, chose the Instagram story that tnla made that you want to use, swipe up on the screen. This will show you your recent photos and videos.

*Tap on the photo or video you want to use in your Story.

When you're happy with your Story, tap the "Your Story" button at the bottom left of the screen. This will post your Story for all your followers to see.

LinkedIn

1. Log in to your LinkedIn account.
 2. Navigate to your company page where you want to publish the post.
 3. Click on the "Start a post" box at the top of your page.
 4. Copy and paste one of the provided captions into the post box.
 5. Add your booth number and team members' names where indicated.
 6. Optionally, you can add an image or video by clicking the "Add a photo" or "Add a video" icon.
 7. Add hashtags, please use #tnlaexpo2026 and tag @Texas Nursery & Landscape Association
 8. Once your post is ready, click "Post" to publish it.
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Twitter

1. Log in to your Twitter account.
2. Click the "Tweet" button on the left sidebar or at the top of the page.
3. Copy and paste one of the provided captions into the tweet box.
4. Add your booth number and team members' names where indicated.
5. Optionally, you can add an image or video by clicking the "Add photos or video" button.
6. Add hashtags, please use #tnlaexpo2026 and tag @LandscapeTexas
7. Make sure your tweet is within the character limit (280 characters).

Example Captions

Facebook Caption

We're heading to Nursery/Landscape EXPO 2026!

If you're attending, come visit us at Booth [#] and see what we've been working on.

Here's what one of our customers had to say:

"[Insert testimonial]"

Come see what they're talking about 👁️

📍 August 12-13 | San Antonio

👉 Register here: nurserylandscapeexpo.org

📱 Show us you're coming by tagging @Nursery/Landscape EXPO and using #TNLAEXPO2026

Instagram Caption

"[Insert video testimonial]"

👁️ Come see what they're talking about

Catch us at Nursery/Landscape EXPO 2026

📍 Booth [#]

📅 August 12-13

#TNLAEXPO2026 #GreenIndustry

LinkedIn Caption

We're excited to be exhibiting at Nursery/Landscape EXPO 2026 in San Antonio.

Here's what one of our customers had to say:

"[Insert testimonial]"

– [Customer Name / Company]

If you're attending, stop by Booth [#] to connect with our team and learn more about what we're bringing to the industry this year.

📍 August 12-13

👉 Register here: nurserylandscapeexpo.org

Link to view Design Elements:

<https://drive.google.com/drive/folders/iW-k4pl-ZQCRXDyAq6jpoHBIRU5a4FBm?usp=sharing>