



**TEDCO'S
ENTREPRENEUR EXPO**

—2019—

SOCIAL MEDIA TOOLKIT

**OCTOBER 29, 2019
THE HOTEL AT THE UNIVERSITY
OF MARYLAND**

PRESENTED BY:



LEADING INNOVATION TO MARKET

TEDCOMD.COM

PROMOTE YOUR PRESENCE!

We're committed to helping you make your 2019 Entrepreneur Expo experience as productive to your business as possible. That's why we've created this marketing toolkit with valuable information and a selection of materials to boost your ROI and success. This kit is filled with everything you need to promote both TEDCO's Entrepreneur Expo and your presence at the show.



It's never too early to take advantage of the marketing items provided and start including them on your website, social media channels, print pieces, email signatures, newsletters, and more! Now let's get started – maximize your time at EE2019!



LAST YEAR'S BUZZ

EXPO BUZZ

"I loved the plethora of knowledge and experience to be gained from the event. The candid yet determined atmosphere was great and fit the occasion perfectly."

- Entrepreneur/Student/Researcher

"It's always great to have a gathering of this scale of the entrepreneurial community in Maryland."

- Entrepreneur

"A variety of topics with the business flair. The cozy ambiance of the exhibitions and the proximity of the posters are a very good combination."

- Entrepreneur

"It was a terrific mash up of Statewide and regional Entrepreneurs, Investors, Advocates and subject matter experts!"

- Entrepreneur

"I enjoyed the facilitated meeting of great entrepreneurial minds. I walked away with a wealth of knowledge, new customers, new mentors, and even met some new friends!"

- Entrepreneur

"We received a lot of foot traffic at our booth, which was excellent. The reception was really pretty amazing and the location was perfect."

- Exhibitor

"You could feel the excitement, and professionalism vibrating off of everyone there. The perfect atmosphere for this sort of event."

- Exhibitor

Pam Ruff @PamJRuff

Attendees at the #Tedcoexpo had the good fortune of hearing from @SteveCase today. Time well spent. Thank you for bringing us all together and sharing your valuable insight.



Discover Frederick @FredCoOED

Bringing 800+ entrepreneurs from all around together at one place - team Frederick is loving all of the inspiration at the @MDTEDCO @TheEntrepExpo #TEDCOExpo

BioInformant @StemCellMarket

Excitement and innovation is in the air at the #TEDCOExpo 2018! @MDTEDCO @MD_Stem_Cell #stemcells #technology



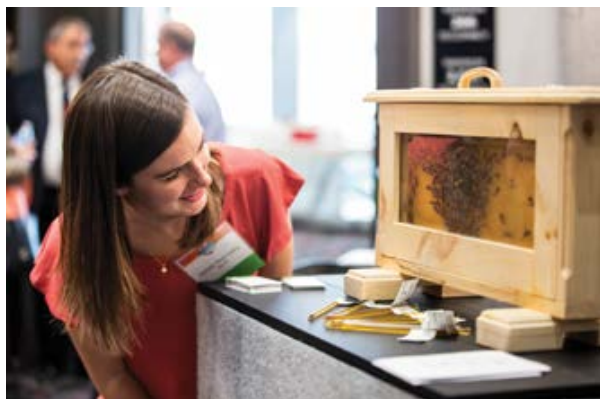
Ernesto P. Chanona, Ph.D. @EPChanona

@MDTEDCO CEO George Davis emphasizes that this is likely to be the only place in the world where an entrepreneur and stem cell expo takes place. #TEDCOExpo #mdbio



UMD Tech Transfer @UMDTechTransfer

@ChiefMuse @airgility: 'entrepreneurship means the highest highs and lowest lows' and be persistent! #TEDCOexpo





SPONSORS

- See you at the TEDCO Expo? We're excited to be a sponsor this year to support local entrepreneurship and innovation in Maryland
<http://expo.tedco.md/>
[#TEDCOExpo](#)
- Proud sponsor of the TEDCO Expo on Oct. 29. Join us for a day of celebrating the MD innovation ecosystem!
<http://expo.tedco.md/>
[#TEDCOExpo](#)
- TEDCO's Entrepreneur Expo is Oct. 29. Pitch. Network. Learn. Be Inspired.
<http://expo.tedco.md/>
[#TEDCOExpo](#)



EXHIBITORS

- See us at the TEDCO Expo? We'll be at booth [###]
<http://expo.tedco.md/>
[#TEDCOExpo](#)
- Come to TEDCO's Entrepreneur Expo on Oct. 29. Pitch. Network. Learn. Be Inspired.
<http://expo.tedco.md/>
[#TEDCOExpo](#)
- Counting down until @THEENTREPEXPO in College Park!
Join us: <http://expo.tedco.md/>
[#TEDCOExpo](#)



GENERAL

- Excited to see Keynote Speakers [INSERT NAME(s)] at TEDCO's Entrepreneur Expo on Oct. 29
<http://expo.tedco.md/>
[#TEDCOExpo](#)
- Find me Oct 29: TEDCO Entrepreneur Expo. You won't want to miss this premier MD innovation ecosystem event.
<http://expo.tedco.md/>
[#TEDCOExpo](#)
- TEDCO's Entrepreneur Expo is Oct. 29. Pitch. Network. Learn. Be Inspired.
<http://expo.tedco.md/>
[#TEDCOExpo](#)
- Counting down until @THEENTREPEXPO in College Park!
Join us: <http://expo.tedco.md/>
[#TEDCOExpo](#)



SPEAKERS

- Come join me at the TEDCO Expo! I'll be presenting on [INSERT TOPIC]
<http://expo.tedco.md/>
[#TEDCOExpo](#)
- Find me Oct 29: TEDCO Entrepreneur Expo. Excited to be a speaker at this MD innovation ecosystem event.
<http://expo.tedco.md/>
[#TEDCOExpo](#)

SOCIAL MEDIA BEFORE EXPO



DOWNLOAD OUR PROMOS



SPEAKER
at the
TEDCO EXPO

Images and Entrepreneur Expo logos can be downloaded at:
expo.tedco.md/promotion



EXHIBITOR
at the
TEDCO EXPO



ATTENDEE
at the
TEDCO EXPO



SPONSOR
at the
TEDCO EXPO



30
DAYS
UNTIL
TEDCO EXPO
EXPO.TEDCO.MD



3
DAYS
UNTIL
TEDCO EXPO
EXPO.TEDCO.MD



SOCIAL MEDIA BEFORE EXPO



DOWNLOAD OUR EMAIL SIGNATURES



Images and Entrepreneur Expo logos can be downloaded at:
expo.tedco.md/promotion

SOCIAL MEDIA AT EXPO



Throughout the day at TEDCO's Entrepreneur Expo, we ask that attendees, speakers, sponsors and exhibitors take the time to share their photos and experiences to keep the buzz going. It's important to create an exciting and energetic atmosphere to make the Entrepreneur Expo the place to be for anyone in the entrepreneur ecosystem. We will have a live twitter feed up on the screen in the Exhibit Hall and we ask that you continue to post throughout the day.

We will also have two separate photobooths setup for everyone to take photos in front of a customized backdrop and to receive professional headshots.



TEDCO SOCIAL MEDIA HANDLES



/MDTEDCO

/THEENTREPRENEUREXPO



@MDTEDCO

@THEENTREPEXPO



/USER/MDTEDCO



/COMPANY/MARYLAND-TECHNOLOGY-
DEVELOPMENT-CORPORATION-TEDCO

HASHTAG

#TEDCOExpo



LEADING INNOVATION TO MARKET

TEDCOMD.COM



THANK YOU

SEE YOU OCTOBER 29TH

EXPO.TEDCO.MD



[/MDTEDCO](https://www.facebook.com/MDTEDCO)
[/THEENTREPRENEUREXPO](https://www.facebook.com/THEENTREPRENEUREXPO)



[@MDTEDCO](https://twitter.com/MDTEDCO)
[@THEENTREPEXPO](https://twitter.com/THEENTREPEXPO)



[/USER/MDTEDCO](https://www.youtube.com/user/MDTEDCO)



[/COMPANY/MARYLAND-TECHNOLOGY-DEVELOPMENT-CORPORATION-TEDCO](https://www.linkedin.com/company/MARYLAND-TECHNOLOGY-DEVELOPMENT-CORPORATION-TEDCO)



LEADING INNOVATION TO MARKET

TEDCOMD.COM