**SPONSOR & VENDOR SOCIAL MEDIA KIT**

Thank you for joining us at the 2025 Disabilities Expo. Without our sponsors and vendors, the Expo would have no purpose. We hope that you will help us promote the Disabilities Expo by using our social media kit. Below you will find images to use, sample text, and other resources. Feel free to customize any of these for your usage. Please also see information about the contest we are providing for sponsors to make sharing the event on your social media accounts even more fun. If you have any questions or trouble downloading files, contact Andie Mosley at amosley@awsfoundation.org.

**CONTEST**

We want you to help us out with promoting the 2025 Disabilities Expo. Sponsors and vendors who participate in sharing about the event on their social media accounts will be entered to win 50% off your registration for the 2026 Expo (sponsors will receive the discount on the cost of the booth only). Three winners will be chosen for the discount. One non-profit vendor will receive a free booth. Those who participate will be entered into a random drawing. To be eligible, you must meet these criteria:

* Post at least 5 times on either Facebook or Instagram (no extra entries for more posts)
* Tag AWS Foundation social media accounts
  + Facebook – @AWSFoundationFW
  + Instagram – @awsfnei

**CONTENT**

* The following is suggested content for you to post. You may use some or all of it, or create your own. Feel free to mix and match the sample posts text and the images below. We encourage you to include image descriptions in your posts to ensure posts are accessible to everyone.

* **Booth Numbers:** In addition to the below social media options, you may want to share your booth number once those are assigned. We will share your booth numbers three weeks before the Expo. If you need assistance adding your booth number to the provided image, reach out to Andie Mosley and she will edit it for you.
* **Booth Number Image**

If you would like to create your own posts but would like some of our photos from past Expos, this kit includes a folder of photos free for your use.

* **Sample Posts**

Feel free to use any or all of these sample posts. You may edit them to fit your voice, or verbatim. They are in no particular order, some will include some use specifics in bold text.

**Post 1 (if you use this post, make it the first one you do)**: We just registered for the 2025 Disabilities Expo! As one of the vendors, we’re looking forward to seeing you on May 10, 2025 at the Allen County Memorial Coliseum. https://disabilitiesexpoindiana.org/

**Post 2:** The Disabilities Expo is on May 10, 2025 at the Allen County Memorial Coliseum. Whether you’re looking for resources, support, or just a fun day, the Disabilities Expo has something for everyone! From vendors and workshops, to games and door prizes. Who will we be seeing there? https://disabilitiesexpoindiana.org/

**Post 3:** We’re excited to be a vendor at the 2025 Disabilities Expo! In addition to seeing us, you can expect a fun day with performances, games, adaptive sports, and more. Join us on May 10 at the Allen County Memorial Coliseum from 10am – 3pm. Parking is free! https://disabilitiesexpoindiana.org/

**Post 4 (for sponsors only)**: We’re proud to sponsor the 2025 Disabilities Expo! Get face to face access to vendors in our region with products and services for people with disabilities. Join in creative and recreational activities, browse and purchase art by artists with disabilities, and enjoy performances and adaptive sports throughout the day. We can’t wait to see you there, May 10, 2025 at the Allen County Memorial Coliseum from 10am – 3pm. https://disabilitiesexpoindiana.org/

**Post 5:** The Disabilities Expo is on May 10, 2025 at the Allen County Memorial Coliseum. Get face to face access to vendors in our region with products and services for people with disabilities. Join in creative and recreational activities, browse and purchase art by artists with disabilities, and enjoy performances and adaptive sports throughout the day. We hope to see you there! https://disabilitiesexpoindiana.org/

**Post 6 (use this once you get your booth number)**: The Disabilities Expo is almost here! Join us on May 10, 2025 at the Allen County Memorial Coliseum between 10am and 3pm. We’ll be at booth **(insert your booth number)**. Stop and say hello! https://disabilitiesexpoindiana.org/

**Post 7 (post this the week before the Expo)**: Next week is the Disabilities Expo! From vendors and workshops, to games and door prizes. Who will we be seeing there? Whether you’re looking for resources, support, or just a fun day, the Disabilities Expo has something for everyone! https://disabilitiesexpoindiana.org/

**Post 8 (post this the week of the Expo):** The Disabilities Expo is finally here! Join us on May 10, 2025 at the Allen County Memorial Coliseum between 10am and 3pm. Get face to face access to vendors in our region with products and services for people with disabilities. Join in creative and recreational activities, browse and purchase art by artists with disabilities, and enjoy performances and adaptive sports throughout the day. We hope to see you there! https://disabilitiesexpoindiana.org/

**Post 9 (day of the Expo, we encourage you to share a photo of your booth on this day):** Today is the day! Who are we going to see at the Disabilities Expo? We’re here at the Allen County Memorial Coliseum from 10am to 3pm. Come see us at booth **(share your booth number)**! https://disabilitiesexpoindiana.org/

**Pre-made Posts Image Descriptions (put these in the caption and Alt caption options):**

* Expo\_booth\_1: A grey illustration of a person behind a booth with the number “insert number” is placed at the center of the post. Above the illustration is a long green rhombus with the text that says “we’ll be at booth.” Below the illustration is the Disabilities Expo logo in color attached to a green rectangle box with text that says, “[www.DisabilitesExpoIndiana.org](http://www.DisabilitesExpoIndiana.org)” and “Allen County Memorial Coliseum. May 10, 2025 / 10am-3pm.”
* Expo\_booth\_2: In the upper left corner there is a orange speech bubble with the text “we’ll be at booth” and next to it is a yellow circle with the number “insert number”. Below the 2 bubbles is the Disabilities Expo logo in color attached to a green rectangle box with the text “[www.DisabilitesExpoIndiana.org](http://www.DisabilitesExpoIndiana.org)” and “Allen County Memorial Coliseum. May 10, 2025 / 10am-3pm.”
* Expo\_social\_1: The Disabilities Expo logo sits in the upper left corner above a photo of a girl in a wheelchair wearing a cheerleading outfit. Her mom hands her pom poms while a young boy stands behind the girl. On the right side of the image, slightly below the photo, is a green rectangle box with the text “[www.DisabilitesExpoIndiana.org](http://www.DisabilitesExpoIndiana.org)” and “Allen County Memorial Coliseum. May 10, 2025 / 10am-3pm.”
* Expo\_social\_2: On the left half of the post, a smiling mom in a teal shirt rides a bicycle device that helps her push her son who is in a wheelchair at the expo. Her son smiles while wearing a helmet and holds onto his blue wheelchair straps. On the right half of the post, the Disabilities Expo logo in white sits at the upper right corner. Below it is a text that says, “Join us at the 2025 Disabilities Expo.” At the bottom right corner is a green rectangle box with the text “[www.DisabilitesExpoIndiana.org](http://www.DisabilitesExpoIndiana.org)” and “Allen County Memorial Coliseum. May 10, 2025 / 10am-3pm.”
* Expo\_social\_3: In the middle is a photo of a young boy holding a big parachute with the text that says, “Join us at the 2025 Disabilities Expo.” The Disabilities Expo logo in color lays on top of a white and green angled box. Below the image to the right side is a green angled box with the text “[www.DisabilitesExpoIndiana.org](http://www.DisabilitesExpoIndiana.org)” and “Allen County Memorial Coliseum. May 10, 2025 / 10am-3pm.”
* Expo\_social\_4: The upper right corner of the post is green with the text, “Join us at the 2025 Disabilities Expo” over it. The bottom left corner of the post is blue with the text, “Allen County Memorial Coliseum. May 10, 2025 / 10am-3pm. [www.DisabilitiesExpoIndiana.org](http://www.DisabilitiesExpoIndiana.org).” A photo of a mom and her daughter in a cheerleading outfit is placed in the center of the post over the two-colored corners. In the lower right corner of the photo is the Disabilities Expo logo in white.
* Expo\_social\_5: Pianist David Lai wears a bright blue button up while playing the piano. In the upper left corner is the Disabilities Expo logo in white. Over the photo is a dark blue box with the text, “explore over 100 vendors and come watch brilliant performances!” Below the dark blue box, is a lighter blue box with text, “[www.DisabilitesExpoIndiana.org](http://www.DisabilitesExpoIndiana.org)” and “Allen County Memorial Coliseum. May 10, 2025 / 10am-3pm.”

**Image Descriptions for Photos (put these in the caption and Alt caption options):**

* Expo\_1: A man in a red jacket pulls an archery bow back while a man wearing a black shirt stands next to him holding a bow.
* Expo\_2: A young boy wearing a light green shirt reads *Our Voices* by Daniel Williams. The boy wears a baseball cap and face paint that looks like a cat.
* Expo\_3: A woman wearing a long-sleeved white shirt and glasses stands behind a table with a blue tablecloth. She reaches over the table to talk to a woman wearing a blue shirt. The lady in blue has her young son and partner around her.
* Expo\_4: An older man wearing a blue and green checkered button up leans over a white table. He is listening to a man, who is in a wheelchair and black sweater, behind the table explain something. Also behind the booth is another man wearing an orange short-sleeved button up.
* Expo\_5: A young girl in a wheelchair wears a white, green, and black cheerleader outfit. She smiles brightly at the camera while holding two big silver and black pom poms. Behind her are her cheerleading team members.
* Expo\_6: Three girls and one boy stand together to pose for a photo at the Disabilities Expo.
* Expo\_7: A Black woman wearing a blue shirt and green lanyard smiles while looking at a booth.
* Expo\_8: Pianist David Lai wears a bright blue button up while performing on stage.