



## 2025 INCOMPAS Show Partner Marketing Kit

Thank you for your support of **The 2025 INCOMPAS Show**! As a sponsor, exhibitor and/or meeting room host, you play an important role in the success of the show by raising awareness of the event – and inviting your customers and contacts to attend.

To help you promote your presence at The 2025 INCOMPAS Show, we are offering you sample communications to share via e-mail, social media and on the web. Please use the enclosed tools to publicize your support of INCOMPAS and to share the benefits of attending our event, which takes place November 2-4 at the **JW Marriott Tampa Water Street** in Tampa, Florida.

### Marketing Kit includes:

- Sample Pass-Along Emails
- Sample Social Media Posts
- Sample Press Release and Usage Guidelines
- **Shareable Graphics**

### Show Daily

As an INCOMPAS Show partner, you also have the opportunity to have your company's news published in the INCOMPAS Show Daily at no charge. **News submission guidelines** are on the website. Please send news to Editor Bruce Christian at [btrethewy@gmail.com](mailto:btrethewy@gmail.com), and copy me at [gnorris@incompas.org](mailto:gnorris@incompas.org).

If you are interested in advertising in the Show Daily, email Publisher Berge Kaprelian at [berge@bekamedia.com](mailto:berge@bekamedia.com) for the rate card.

Please do not hesitate to reach out to me if you have any questions or would like additional tools or information to share your involvement.

### **Gail Norris**

*Member & Public Relations*

[gnorris@incompas.org](mailto:gnorris@incompas.org)

**We look forward to seeing you November 2-4 in Tampa!**



## > Sample Pass-Along Email

Customize and send the email below to your contact list to promote your support of The 2025 INCOMPAS Show, and to encourage them to join you in Tampa, November 2-4.

### Subject Line:

<<insert company name>> will be attending at The 2025 INCOMPAS Show, Nov. 2-4 in Tampa

### Email Text:

Dear <<first name>>,

<<Your company name>> will be at **The 2025 INCOMPAS Show** – a must-attend event for service providers and their partners that are interested in making deals and developing important new business connections in the communications industry.

The INCOMPAS Show has been designed with your experience in mind. Network, close deals, and learn about the latest network deployment, operations, business and technology trends, all in just three days. While you're at the show, be sure to visit with us, set up other meetings and explore the exhibit hall.

### WHEN:

Sunday, November 2 – Tuesday, November 4

### WHERE:

**JW Marriott Tampa Water Street**

Tampa, Fla.

### WHAT:

Stop by <<insert your booth number or networking space/meeting room location>> and visit us. Stop by our <<booth [[include number]] /networking space/meeting room [[include location]]>> **(CHOOSE APPROPRIATE TERMS DEPENDING ON WHAT YOU HAVE BOOKED)**>> to meet with our experts and learn about our latest products and services:

- **Insert product/service details here**

Or you can contact <<NAME>> at <<MAIL/PHONE>> to schedule a time to meet with us at the show.

### WHY YOU SHOULD ATTEND:

The INCOMPAS Show makes it easier than ever to connect with those that matter most to your business: Vendors from every segment, industry thought leaders and colleagues in the communications industry. They will all be in Tampa, ready to connect with you and have a conversation one-on-one.

- Make solid business connections and network.
- Get acquainted with the latest technologies and service providers in the **exhibit hall**.
- Attend thought-provoking **keynotes and sessions** on the business, operational and policy challenges facing your company.
- Get access to more **top buyers** at service providers and meet one-on-one with businesses you're interested in collaborating with during our many networking and social events.

### REGISTER TODAY

Click [here](#) to register!

## > Sample Social Media Posts

Promote your presence at The 2025 INCOMPAS Show via social media.

Customize or directly repost the messages below to your own social media account (X, LinkedIn, Facebook, etc.) to let your customers and prospects know that you'll be at the event and where they can find you. Be sure to include the following event link so your followers know where to go:

[show.incompas.org/Register](https://show.incompas.org/Register)

- We're attending #INCOMPAS25, November 2-4 in Tampa! Be sure to stop by and see us **in/at <<insert booth number/networking space/meeting room location>>** Learn more: [show.incompas.org/Register](https://show.incompas.org/Register)
- Reach new heights with your business. Learn how we can help, November 2-4 at #INCOMPAS25. Learn more and register: [show.incompas.org/Register](https://show.incompas.org/Register)
- Come meet our experts and learn about our latest products and services at #INCOMPAS25, November 2-4 in Tampa. Learn more at [show.incompas.org](https://show.incompas.org)
- Are you joining us at #INCOMPAS25 in Tampa? Register now: [show.incompas.org/Register](https://show.incompas.org/Register) Visit us or book a meeting.
- Stop by and see us **in/at <<insert booth number/networking space/meeting room location>>** at #INCOMPAS25! Register now at [show.incompas.org/Register](https://show.incompas.org/Register)
- Are you IN for #INCOMPAS25? We are! Meet with us November 2-4 in Tampa. Register now at [show.incompas.org/Register](https://show.incompas.org/Register)



## > Graphics

### Shareable Graphics

Help us spread the word!

We have created a folder of shareable buttons and banners for you to use in your marketing efforts, your website, in your email signature and social media channels.

**Explore and download graphics files [here](#).**

### Email Signature

Add the below graphic to your current email signature and hyperlink it to. Be sure to include your name, title, company address and the following message:

***Join me in Tampa, November 2-4! Learn more at [show.incompas.org](http://show.incompas.org)***



## **Press Release Guidelines**

### **SOCIAL HASHTAG:**

Hashtag: **#INCOMPAS25**

### **APPROVALS:**

Please send your releases to Gail Norris at INCOMPAS – [gnorris@incompas.org](mailto:gnorris@incompas.org) – to review for consistency with INCOMPAS style and standards prior to releasing. If you provide your release date, and a URL link to it, INCOMPAS will gladly share your release via its social media channels.

### **DISTRIBUTION:**

You will be solely responsible for distribution of your press release, whether via wire services or to your own press list.

### **STYLE NOTES:**

- The name of show should always be written as shown in the first paragraph of the release:  
**The 2025 INCOMPAS Show**
- If you refer to the association INCOMPAS, it should be spelled in all caps as shown here.
- When using the INCOMPAS or INCOMPAS Show logo on your press release, it should be comparable in size to the company logo, with the appropriate aspect ratio maintained.

### **PRESS RELEASE TEMPLATE:**

See next page.



## > SAMPLE PRESS RELEASE TEMPLATE

### FOR IMMEDIATE RELEASE

<<DATE>>, 2025

#### MEDIA CONTACTS:

INCOMPAS  
 Gail Norris  
 301-237-0767  
[gnorris@incompas.org](mailto:gnorris@incompas.org)

**COMPANY**  
**NAME NAME**  
**PHONE**  
**EMAIL**

### Headline

*Subhead*

**[[COMPANY HQ LOCATION, OR TAMPA, Fla., IF RELEASING AT SHOW]]** – <<COMPANY NAME>>, <<COMPANY TAGLINE DESCRIPTOR>>, today announced that it will be <<exhibiting/sponsoring/hosting a meeting room>> at **The 2025 INCOMPAS Show**, November 2-4 at the JW Marriott Tampa Water Street in Tampa, Fla.

#### OTHER DETAILS TO CONSIDER INCLUDING:

- **BOOTH AND/OR MEETING ROOM NUMBER**
- **DEMONSTRATIONS OFFERED AT BOOTH**
- **NEWS BEING ANNOUNCED AT THE INCOMPAS SHOW**
- **QUOTE FROM COMPANY EXECUTIVE ABOUT THE SHOW OR WHAT'S BEING EXHIBITED THERE**

For more information about The 2025 INCOMPAS Show or to register, visit [show.incompas.org](http://show.incompas.org).

#### About <<COMPANY NAME>>

<<INSERT COMPANY BOILERPLATE HERE>>

#### About INCOMPAS

INCOMPAS, the internet and competitive networks association, is the leading trade group advocating for competition policy across all networks. INCOMPAS represents Internet, streaming, communications and technology companies large and small, advocating for laws and policies that promote competition, innovation and economic development. The association also hosts annual events, including The INCOMPAS Show and The INCOMPAS Policy Summit. Learn more at [www.incompas.org](http://www.incompas.org) or follow us on X [@INCOMPAS](https://twitter.com/INCOMPAS) or on [LinkedIn](https://www.linkedin.com/company/incompas).