

SAFARI CLUB INTERNATIONAL

How to Use the 2027 Convention Marketing Assets

How to use the assets.
Where to use them. When to use them.

JANUARY 20–23, 2027

Music City Center, Nashville, Tennessee



Everything You Need to Promote Your Presence

You're exhibiting at SCI 2027.
Now let people know you'll be there.

We've created a collection of ready-to-use graphics and marketing assets to make promoting your presence easy.

Use them across your social channels, email, website, newsletters and other marketing touchpoints leading up to the Convention.
Use them across your social channels, email, website, newsletters and other marketing touchpoints leading up to the Convention.





What's in the kit

ASSETS & EXAMPLES

SOCIAL..... 04–07

Feed graphics, stories, LinkedIn and countdown messages

EMAIL..... 08–11

Headers, inline graphics and copy starters

WEB..... 12–13

Banners, Convention badges and “See You in Nashville” graphics

TEMPLATES & BRAND ASSETS..... 14, 23

Canva templates, Convention logos, exhibitor graphics and print assets

QUICK TIPS

Booth-specific content **15**

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Social media

Use these assets to announce that you're exhibiting.

Recommended use:

Instagram, Facebook, LinkedIn and X
Feed posts and stories

Best for:

- Announcing your booth
- Sharing that you're attending
- Promoting products/services you'll have at the show
- Building anticipation
- Reminding customers as the show gets closer



Feed graphics

Use for your main social posts.

USE IT FOR

“We’re headed to SCI 2027.”

BEST CHANNELS

Instagram, Facebook and LinkedIn

WHEN

Now through Convention

CALL TO ACTION

“Join us in Nashville.”



Template preview. Replace the sample logo and booth #.

Social stories

Pair the graphics with simple messaging.

- 01 We're exhibiting
- 02 See you in Nashville
- 03 Convention countdown
- 04 Booth number reminder
- 05 Event or demo reminder

Bring the story back as Convention gets closer.

Template preview. Replace the sample logo and booth number.



What to say



ANNOUNCEMENT

We're headed to Nashville for the 2027 SCI Convention. Come see us January 20–23.

COUNTDOWN

Nashville is getting closer. We'll see you at SCI 2027.

PRODUCT

See [PRODUCT] up close at SCI 2027.
Find us in Nashville, January 20–23.

BOOTH INVITATION

Make plans to stop by [COMPANY] at Booth #[NUMBER] during SCI 2027.

Replace the bracketed fields with your details before publishing.

Email marketing

Put SCI 2027 in front of your customers.

USE THE EMAIL ASSETS FOR

Customer newsletters

Promotional emails

Dealer communications

Product announcements

Event reminders

SCI 2027 EXHIBITOR KIT



Email header



The opening graphic for a Convention-focused email.



IDEAL FOR

“We’re going to SCI” email

Customer newsletter

Dealer newsletter

Pre-show announcement

Template preview. Replace the sample logo and booth number.

Keep the message around the graphic short and focused.

Header or inline graphic?



HEADER

Top of an email
The main announcement



A dedicated SCI invitation

INLINE

Inside an existing email
A supporting Convention feature



A Convention section in your newsletter

Email copy starters



SUBJECT LINE IDEAS

See You at SCI 2027

We're Headed to Nashville

Find Us at SCI 2027

Join Us at the 2027 SCI Convention

READY-TO-EDIT INVITATION

Join [COMPANY] at the 2027 SCI Convention, January 20–23 in Nashville.

Stop by Booth #[NUMBER] to see [PRODUCT OR EXPERIENCE] and meet our team.

CALL TO ACTION

Visit us at SCI 2027

Website assets



Make your Convention presence visible before customers arrive.

HOMEPAGE

Your most visible announcement

EVENT PAGE

Booth details and what visitors can expect

NEWS OR BLOG

A short announcement for your audience

Also useful on dealer pages, footer banners and company event calendars.

SCI 2027 EXHIBITOR KIT



Website banners



WIDE BANNER



FEATURE BANNER



WHERE IT WORKS

Homepage
Event page
Promotional landing page

LINK TO

SCI Convention registration or
your company's Convention
page.

**Make the graphic clickable
whenever possible.**



Canva templates

Your company details, with consistent SCI branding.

CHANGE

Company logo

Booth number

Product imagery

Event messaging

Call to action

KEEP

SCI branding

Convention dates

Nashville location

Overall design structure

Open a template. Add your details. Download the finished graphic.

Booth-specific content



A booth number and a reason to visit make the invitation yours.

THE FORMULA

We're exhibiting + booth number
What visitors will find
January 20–23 + Nashville

EXAMPLE

Find [COMPANY] at Booth #[NUMBER]

See our latest products and meet the team.
January 20–23, 2027 in Nashville.



Template preview. Replace the sample logo and booth #.

The exhibitor promotion timeline



NOW	Announce that you're exhibiting.
60–90 DAYS OUT	Talk about products, people and experiences.
30 DAYS OUT	Post more often and invite booth visits.
2 WEEKS OUT	Count down with specific reasons to visit.
SHOW WEEK	Share daily reminders and real-time content.
POST-SHOW	Thank customers and share highlights.

What to post when



TIMING	MESSAGE	ASSET
Now	We're exhibiting	Announcement graphic
60 days out	What we're bringing	Product graphic
30 days out	Come see us	Social graphic
14 days out	Two weeks to go	Countdown
7 days out	See you in Nashville	Countdown
Show week	Find us at Booth #[NUMBER]	Booth graphic
During the show	We're here	Stories or social post
After the show	Thanks for coming	Recap graphic

One asset, five placements



- 01 Instagram post
- 02 Facebook post
- 03 LinkedIn post
- 04 Email newsletter
- 05 Website banner

Use the matching size for each channel. Keep your message consistent.

The 5-touch rule



- 01** **ANNOUNCE** Let customers know you'll be there.
- 02** **SHOW** Highlight what you're bringing.
- 03** **REMIND** Tell people where to find you.
- 04** **COUNT DOWN** Give them a reason to plan a visit.
- 05** **FOLLOW UP** Thank visitors and continue the conversation.

Which asset should I use?



I WANT TO...	USE THIS ASSET	SLIDE
Announce we're exhibiting	Exhibitor announcement graphic	5
Promote on Instagram	Social feed graphic or story	5–6
Send a newsletter	Email header or inline graphic	9–10
Add it to my website	Web banner	13
Promote our booth	Booth or exhibitor graphic	15
Customize the design	Canva template	14
Promote during Convention	Stories or countdown content	6, 17



Before you hit publish

- ☐ Company name is correct
- ☐ Booth number is included
- ☐ Dates are correct
- ☐ Nashville location is included
- ☐ Logo is clear
- ☐ Call to action is included
- ☐ Link works
- ☐ Graphic fits the platform
- ☐ Post or email is scheduled
- ☐ Team knows it's going live

Event check: January 20–23, 2027. Music City Center, Nashville.

The big three

01 USE THE ASSETS

Start with the Convention kit.

02 MAKE THEM YOUR OWN

Add your products, people and booth number.

03 USE THEM MORE THAN ONCE

Plan reminders through the show.



Everything you need. One place.



SCI 2027 Convention Exhibitor Marketing Assets

Open the Exhibitor Media Kit

convention.safariclub.org/exhibitor-media-kit/



Scan to open the kit

Questions? Contact your SCI exhibitor representative.