

NBAA BUSINESS AVIATION CONVENTION & EXHIBITION (NBAA-BACE)

OCT. 20-22, 2026 ♦ LAS VEGAS, NV



2026 NBAA-BACE - Free Onsite Marketing Guide

Whether you're a team of one or have a full marketing crew, this marketing guide is here to help all exhibitors get the most out of their onsite presence through simple, actionable content marketing strategies. Use the following tips and tricks to help increase visibility, drive booth traffic, and generate content that lives beyond the show floor.

CHECKLIST & TIPS:

- Assign a team member to capture photos and videos during the show
- Make sure they have the tools needed to help gather your onsite content (Cameras or a smartphone, tripods, tiny microphones, or even lighting if needed)
- Keep your content captured short and engaging. Use brief quotes, and make sure any videos taken are kept between 30 seconds to one minute max.
- When collaborating with other companies or attendees, always be sure to ask for permission before sharing any content.
- Important note:** Make sure your team has a copy of our "[Event Social Media Guide](#)" to use before they share any posts about the event on socials. Using this guide is vital, and will make sure your content stays in front of the right audience.

ONSITE CONTENT IDEAS:

- Booth Tour or Walkthrough**
Share a quick photo or video showing your booth setup or your team in action.
- Product Reveals and Demos**
Post teaser graphics or videos with sneak peeks. Capture a photo or video of your team revealing a new product, highlighting what it does, or showcasing the services your company offers.
- Attendee and Team Member Highlights**
Take photos of your team interacting with booth visitors or partners—think handshakes, product reveals, and candid moments. Share quotes or video testimonials from attendees about the value of your products and services. Also, try

to include staff spotlights to showcase your team members are ready to answer questions and connect.

☐ Daily Recaps

Each day, post photos and videos that thank your visitors or partners, highlight what you enjoyed at the show, and call out key takeaways. Spotlight your team members, share attendee testimonials, product features, or any content you didn't get a chance to post during the day.

☐ Announce Giveaways / Highlight Prize Winners

Build hype before the show by teasing a special giveaway or prizes at your booth. Once any winners are selected, be sure to capture and share the moment on social media.

☐ Capture Short Videos and Photos of the Showfloor

During the show, take a few minutes to walk around and record short videos and photos that showcase the energy and excitement of the event. Setting aside a few minutes to do so will help ensure your team has plenty of content on hand and ready to use for post-show marketing.