

# NBAA BUSINESS AVIATION CONVENTION & EXHIBITION (NBAA-BACE)

OCT. 20-22, 2026 ♦ LAS VEGAS, NV



## 2026 NBAA-BACE- Free Post-Show Marketing Guide

The event may be over, but this post-show marketing guide will help you keep the energy going, turning moments from the show floor into momentum for your brand. This guide is packed with practical strategies to help you repurpose your onsite content and keep your brand top-of-mind. Use this guide to strengthen new connections and keep your brand in the spotlight long after the event ends.

### CHECKLIST & TIPS:

- Gather all photos and video clips from the event taken by your team
- Organize your content by themes (Ex: booth interactions, product demos, testimonials, photos, etc)
- Use the following content ideas to repurpose what you captured onsite into a game plan for posts.
- 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.

### POST-EVENT CONTENT IDEAS:

#### Share an Event Recap Video

Use free editing tools like Canva or CapCut to easily quickly stitch together your best video clips and photos into a short and engaging event recap. Add music, voiceovers, text, or use a pre-built template to streamline editing.

*Pro Tip: Mix footage of the show floor, product demos, booth interactions, fun team moments, and attendee testimonials to capture the full energy of your experience.*

#### Share a Colleague or Carousel of Photos

Be sure to share a group of the best photos that capture your experience as an exhibitor. Make sure this includes a range of different moments to showcase the value of your interactions and new connections. Use captions to give context and tag any featured partners or attendees.

#### Share Thank You Posts and Shoutouts

Show appreciation with a dedicated thank-you post. Acknowledge booth visitors, customers, speakers, and your internal team for making the experience memorable. Tag partners, collaborators, or other companies you connected

with during the event.

#### **Post a Recap of Your Products or Services**

For those who may not have had a chance to connect, share a quick recap of what you showcased. Use photos, short video clips, or even a group of photos to highlight services, benefits, or products.

*Pro Tip: Try a “Didn’t get a chance to stop by?” post with a CTA to book a demo, download a brochure, or schedule a call.*

#### **Awards or Team Recognition Posts**

If your team, product, or company received an award or special recognition—show it off! Even smaller wins like a successful first-time exhibitor experience or a team member speaking on a panel make for meaningful content.

#### **Post Engagement-Boosting Questions**

Encourage attendees to interact with your posts by asking questions. This drives more engagement and keeps the conversation going. Include questions in your social media posts such as: “What was your favorite moment at our booth?,” “Which product feature caught your eye?,” “Drop your best photo with our team below!”

#### **Create a Post-Event Promo or Offer**

Repurpose your onsite content to create a post-event promo offer. (Ex: An incentive for booth visitors to stay engaged, such as enjoying a discount, free upgrade, or trial of your product/services, or even a digital version of your swag bag (PDF bundle, product presentation, etc.). Or even invite booth visitors to your next webinar or product session.)

#### **Share Favorite Moments and Key Takeaways**

Show the personal side of your brand by reflecting on the best parts of the event. This could be wins, team achievements, standout conversations, or inspiring takeaways from sessions you attended.

#### **Write Short Articles or Newsletter Content**

Use LinkedIn Articles or your company newsletter to go deeper with thoughtful, post-event reflections. Keep them brief and insightful. Example article titles: “Top 3 Things We Learned at the 2026 NBAA Business Aviation Convention & Exhibition (NBAA-BACE)”, “What Exhibiting Did for Our Business”, “Turning Connections Into Action”, “Key Insights & Next Steps After 2026 NBAA-BACE”

#### **Share a “Looking Ahead” Post**

Close out your post-event content with a forward-looking message. Let attendees know you’ll be back next year or even include a tease or sneak preview of what attendees can look forward to at the next show.

## POST-EVENT CONTENT IDEAS:

If you captured great video clips, product demos, testimonials about the show, recap videos, team interactions with attendees, or even fun booth moments, submit them using the form below for a chance to be featured in NBAA’s official marketing, social media, and future event promotions.

Being featured by NBAA not only gives your company increased visibility and cross-promotion opportunities, but it also helps position your brand as a leading presence in the business aviation community. It’s a powerful way to extend your reach beyond the show floor and stay top-of-mind with key decision-makers and industry peers.

**Please note:** Not all submissions will be selected. If your content is chosen, a member of our team will reach out directly with next steps.

[Share Your Content](#)