

NBAA BUSINESS AVIATION CONVENTION & EXHIBITION (NBAA-BACE)

OCT. 20-22, 2026 ♦ LAS VEGAS, NV



2026 NBAA-BACE - Event Social Media Guide

Our Event Social Media Guide has everything you need to boost your brand’s visibility and keep your content in front of the right audience. Inside, you’ll find all the essentials – key event details, the official event hashtag, the best times to post for maximum impact, and which NBAA accounts to tag for greater reach and engagement. Don’t miss your chance to be part of the conversation, increase your exposure and stand out in the feed!

BOOST YOUR POST VISIBILITY BY TAGGING

| | |
|------------------|--|
| LinkedIn | National Business Aviation Association |
| Instagram | @nbaaonline |
| Facebook | @NBAA |
| TikTok | @nbaatiktok |
| YouTube | @NBAAvideo |
| X | @nbaa |

BEST TIMES TO POST ON SOCIAL MEDIA

*Please note the following times and dates are only recommendations. It is advised for any company page to post depending on their unique audience metrics.

| | |
|---------------------------|---|
| LinkedIn | Weekdays, 8 a.m. - 10 a.m. or 4 p.m. - 6 p.m. |
| Instagram/Facebook | Weekdays, 9:00 - 11:00 a.m. or 1:00 - 3:00 p.m. |
| TikTok | Morning or evening (before/after work hours) |
| YouTube | Weekdays, 12:00 - 3:00 p.m. or Evenings, 6:00 - 9:00 p.m. |
| X | Weekdays, 9:00 a.m. - 12:00 p.m. or 5:00 - 7:00 p.m. |

WHEN TO SHARE

*Please note the following timeframes are only recommendations for NBAA-BACE

| | |
|---------------------------|---|
| Pre-Event Content | June - August |
| Onsite Content | Days before and during the show |
| Post-Event Content | Within two weeks of the the show concluding |

INCLUDE THE FOLLOWING INFO

| | |
|---------------------|--|
| Hashtag | #NBAA2026 |
| Event Name | NBAA Business Aviation Convention & Exhibition |
| Abbreviation | 2026 NBAA-BACE |
| Date | Oct. 20-22, 2026 |
| Location | Las Vegas, NV |
| Website Link | nbaabace.org |

EXAMPLE SOCIAL MEDIA POSTS

PRE-EVENT POSTS

- We're looking forward to 2026 NBAA-BACE in Las Vegas, Oct. 20-22! It's where big ideas, bold innovation and meaningful connections take flight, and our team is excited to be part of the energy. Who's attending? Let's connect in Las Vegas. Register today at nbaabace.org #NBAA2026
- Our team is headed to 2026 NBAA-BACE in Las Vegas, Oct. 20-22! As the world's most powerful business aviation event, it's the place to build connections, gain fresh perspective and see what's next for the industry. Will we see you there? Register at nbaabace.org #NBAA2026
- We're excited to join the business aviation community at 2026 NBAA-BACE in Las Vegas, Oct. 20-22! From cutting-edge systems to game-changing solutions, this is where innovation moves forward. Who else is making plans to attend? Register at nbaabace.org #NBAA2026
- Las Vegas, here we come! Our team will be at 2026 NBAA-BACE, Oct. 20-22, connecting with industry leaders and experiencing the technology, ideas and energy shaping the future of business aviation. Let's connect onsite. Register now at nbaabace.org #NBAA2026
- We're proud to be part of 2026 NBAA-BACE in Las Vegas, Oct. 20-22! Our team is looking forward to meeting with peers, exploring bold innovation and taking part in the world's most powerful business aviation event. Make plans to join us. Register at nbaabace.org #NBAA2026

ONSITE POSTS

- We're live at 2026 NBAA-BACE in Las Vegas! Stop by booth [number] to connect with the [Company Name] team and explore our latest [products/services]. We'd love to see you! #NBAA2026
- Live from Las Vegas! Visit [Company Name] at booth [number] during 2026 NBAA-BACE to discover how our [products/services] can help support your operation and move your business forward. See you soon! #NBAA2026
- Day [X] at 2026 NBAA-BACE is off to a strong start! If you're attending, don't miss [Company Name] at booth [number]. We're showcasing [products/services] and connecting with business aviation leaders from across the industry. #NBAA2026

- Come say hi! We're at booth [number] at 2026 NBAA-BACE in Las Vegas, showcasing our latest [products/services] and connecting with attendees throughout the show. Stop by and meet the team! #NBAA2026
- The energy is high at 2026 NBAA-BACE! Visit [Company Name] at booth [number] to explore [products/services], meet our team and see how we're helping shape what's next in business aviation. #NBAA2026

AFTER SHOW POSTS

- That's a wrap on 2026 NBAA-BACE! Thanks to everyone who stopped by booth [number]. We loved connecting with you in Las Vegas and sharing our latest [products/services]. Until next time! #NBAA2026
- We had an incredible time at 2026 NBAA-BACE! A huge thank you to everyone who visited [Company Name] at booth [number]. If we didn't get a chance to chat, let's connect and keep the conversation going. #NBAA2026
- 2026 NBAA-BACE was a success! From meaningful conversations to showcasing our latest [products/services], we're grateful for everyone who helped make it a memorable event. Reach out anytime to learn more. #NBAA2026
- Grateful for the connections and conversations we had at 2026 NBAA-BACE in Las Vegas! If you missed us at booth [number], you can still learn more about our [products/services] at [link/website]. #NBAA2026
- What a week at 2026 NBAA-BACE! Thank you to everyone who stopped by, connected with our team and helped make the event such a success. We're feeling inspired, energized and ready to help support your [products/services/operations] long after the show. Let's stay in touch! #NBAA2026