



VIRTUAL  
Dying & Death  
**EXPO**  
2020

## Navigating Through Life's Journey...

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BDE 2020 PROMOTIONAL COPY

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*Start your pre-show outreach early to draw the right customers to your exhibit booth by sharing event information. Join the online conversation before, during, and after BDE2020 by posting about it on a blog, Facebook, Instagram, Twitter, or LinkedIn and tagging your posts with the official hashtag: **#BeautifulDyingExpo** and link to the event <https://hopin.to/events/the-beautiful-dying-expo>*



### Sample Tweets (280 characters or less)

We're gearing up for the Virtual #BeautifulDyingExpo on Nov 13-15!  
<https://hopin.to/events/the-beautiful-dying-expo>

Join us online at the #BeautifulDyingExpo Nov 13 - 15 as we unveil our latest product!  
<https://hopin.to/events/the-beautiful-dying-expo>

Join [insert company name] online at the #BeautifulDyingExpo Trade Show Floor Nov 13 - 15 <https://hopin.to/events/the-beautiful-dying-expo>

Come see [insert company name]'s #BeautifulDyingExpo virtual booth and discover [insert product] <https://hopin.to/events/the-beautiful-dying-expo>

Register now for our presentation at the #BeautifulDyingExpo Nov 13-15 where we are talking about [insert presentation title] <https://hopin.to/events/the-beautiful-dying-expo>



### Sample Posts

There's no time like now to focus on your life. Join us at the Beautiful Dying Expo this November and connect with a network of support. All-access passes are available now. Register today! <https://hopin.to/events/the-beautiful-dying-expo>

We all grieve. We can come together to get further understanding at the Beautiful Dying Expo. Join me for my live presentation on [\[insert presentation title here\]](#) All-access passes are available now. Register today!

<https://hopin.to/events/the-beautiful-dying-expo>

There's no time like now to focus on your future! Join us at the Beautiful Dying Expo, taking place online November 13-15th, and connect with a network of support.

<https://hopin.to/events/the-beautiful-dying-expo>



### **SIGNATURE LINE**

Add this message to your outgoing email signature line with the Beautiful Dying Expo logo.

Join us at the 2020 Beautiful Dying Virtual Expo: Navigating Through Life's Journey, November 13 - 15. [Register Today](#)



### **WEBSITE, NEWSLETTER, BLOG COPY**

#### **2020 Beautiful Dying Virtual Expo: Navigating Through Life's Journey**

November 13 - 15, 2020

[BeautifulDyingExpo.com](http://BeautifulDyingExpo.com)

Mark your calendars and join us for an online experience bringing together industry experts from around the world at the 2020 Beautiful Dying Virtual Expo, November 13 - 15. Find ways to navigate through life's journey, receive support, find innovative tools and resources, network, have 1:1 meetings and conversations.

Beautiful Dying Virtual Expo is a virtual event where you can take actionable steps and gain the knowledge you need to plan your final celebration, as well as tools and connections for end-of-this-life needs for you and your loved ones.

Attend live and recorded workshops to discover some of the amazing tools and resources available to you, that perhaps you didn't even know existed.

Beautiful Dying Expo is a not-for-profit project under IVAT Centers. Access to the Trade Show Floor is FREE all weekend long and tickets can be purchased to gain access to the workshop presentations and panel discussions. Opening and closing ceremonies are FREE to attend. [Learn More >>](#)