

BIA Hawaii BIG Home Building & Remodeling Show

Digital Marketing Resources for Exhibitors and Supporters

Find example images, a link to download the template and use on your social media channels, in promotional emails, and on yours and third-party websites.

IMPORTANT: These templates contain example information only (discounts, dates, times, booth numbers, etc.). Please customize and verify all details before posting to your social media.

Step-by-Step Guide to Using Canva Templates

If you do not have a Canva account, you may create a free or paid [account here](#). Canva is a web-based design platform.

1. Open the Template Link *(you will see the link below each design)*

- Click on the link provided for the Canva template.
- The link will open in your web browser or Canva app.
- You may need to log in to your Canva account (or create one if you don't already have an account).

2. Save the Template to Your Canva Account

- Once the template opens, you'll see a button that says **"Use Template"**. Click it.
- The template will be copied to your Canva account, allowing you to modify it without altering the original version.

3. Familiarize Yourself with the Template

- Take a moment to review the layout, colors, fonts, and placeholders.
- Understand where the text, images, and other elements are placed.

4. Customize the Template

Follow these steps to make the template your own:

A. Edit the Text

- Click on the text boxes to highlight the text. Include your name, company information, promotional offer, and booth number.
- Replace the placeholder text with your company's information, such as names, slogans, or contact details.
- Adjust the font size, style, and alignment using the toolbar at the top if needed.

B. Replace Images

- Click on existing images in the template.
- Upload your own images by clicking "Uploads" in the left toolbar, then drag your image onto the canvas. Double-click and move left or right, drag a corner to make it larger or smaller.
- Alternatively, use Canva's stock images by clicking "Elements" or "Photos" in the left toolbar.
- You may edit photos and remove the background using BG Remover.

C. Adjust Colors

- Select any element or background, then click the color box in the toolbar at the top.
- Choose your company's brand colors or input a specific hex code if you know it.

D. Add Your Logo

- Upload your company logo via the "Uploads" tab.
- Drag the logo to your desired location on the template.
- Resize and align it as needed.

5. Review the Design

- Double-check all text, images, and colors to ensure they align with your company branding.
- Ensure there are no typos or formatting issues.
- Make sure you have updated any blanks or template placeholders like, "COMPANY NAME"

6. Save Your Work

- Click the “Share” or “Download” button in the top right corner of the Canva interface.
- Choose the file format you need (e.g., PNG, JPG, PDF).
- Select which pages you would like to download, each template includes multiple pages. Pull carrot next to “All pages” and select only page or pages that you want. If you do not do this, a zip file with all will be downloaded.

File type


PNG
Suggested
▼

Size ×


1

940 × 788 px

☐ Limit file size to KB ⓘ 👑

☐ Compress file (lower quality) 👑

☐ Transparent background 👑

Select pages

All pages (7)
▼

Preferences

☐ Save download settings

Download

- Name and save the design to your computer..
- PNG and JPEG are best for digital use.

7. Share or Print

- Use the saved file for your intended purpose and remember to proof before you post or use.
-

Instagram & Facebook Template Examples



Caption: We will be at the BIA-Hawaii BIG Homebuilding & Remodeling Show August 8-10. Scan the QR code in the image above, complete the form and receive a \$3 entry discount at the door (regular price \$8). Visit us at booth # for an exclusive show discount! #TheBIGShow #BIAHawaii #HomeImprovement

- May update photo (use background remover for same effect)
- Note that entry is good for 3-days.

Facebook [LINK](#)

Instagram [LINK](#)



Caption: "Mark your calendars! 📅 We're excited to be at the BIA BIG Homebuilding & Remodeling Show, August 8-10!! Visit Booth #[XXX] to explore [product/service highlights] and get inspired for your next project. 💡 Get your ticket discount by scanning the QR code. #TheBIGShow #BIAHawaii #HomeImprovement

- May update photo (use background remover for same effect)
- Note that entry is good for 3-days.

Facebook [LINK](#)

Instagram [LINK](#)



Caption: Coming Soon: The Ultimate Home Show Experience! Get ideas, inspiration, and all your questions answered about (Your Product and service), PLUS amazing show-only deals. Join us at Booth #XXX and show us that you liked this post for an extra entry in our drawing for a grand prize at the COMPANY NAME booth. #TheBIGShow #BIAHawaii #HomeImprovement

- May update photo by uploading one of yours to Canva. Drag and drop
- Note that this is good to gain likes and followers, as well as leads
- Use if you are holding a drawing at your booth

Facebook [LINK](#)

Instagram [LINK](#)

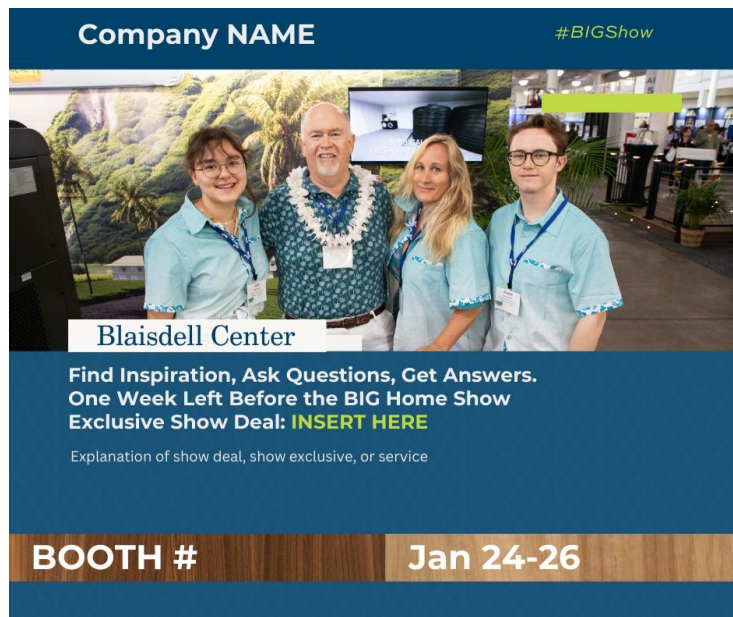


Caption: It's time for something NEW! You've waited for a long time to get started on your project and there are only {INSERT DAYS} left until the BIG Homebuilding & Remodeling Show. Start 2025 off right. We will be at the Show along with other experts from across the building industry to help you gather ideas, answers, and inspiration. Don't forget your bingo card for chances to win dozens of BIG prizes all weekend long. You have to play to win! #TheBIGShow #BIAHawaii #HomeImprovement

- Use this if you contributed to the BIA-Hawaii Bingo Game
- Exhibitors receive a bingo card and cross things off their card to win prizes all weekend long
- Attendees do not have to be present to win
- If you would like to donate a prize, contact Roseann Freitas at BIA-Hawaii
- Don't forget to describe your prize if you did contribute!

Facebook [LINK](#)

Instagram [LINK](#)



Caption: Only [X Days] Left! If you are ready to take your plans to the next level, you can't miss the BIGGEST Home Show in Hawaii. Find inspiration, exclusive show offers, seminars, and everything you need under one roof. See us at the Blaisdell August 8-10! #TheBIGShow #BIAHawaii #HomeImprovement

- Use a photo of your team
- Include your Booth #
- Include show deals
- If you have things available with your bio link, refer to that

Facebook [LINK](#)

Instagram [LINK](#)



Caption: Do you want to know more about [Service or Topic]? We will offer a free seminar on [DAY, DATE, TIME] at the Blaisdell during the BIA-Hawaii BIG Homebuilding & Remodeling Show. It is free, no need to register, and you can ask questions and get advice right away. [Name of representative and title] will cover [include 3 main ideas]. Don't miss this and other seminars all weekend long! #TheBIGShow #BIAHawaii #HomeImprovement

- Use a photo of your team
- Include your Booth #
- Include show deals
- If you have things available with your bio link, refer to that

Other ideas:

Create other social media posts using great photos and examples. Use the link and build more posts by using “add page”. Use things like:

- Visit our website, follow link in bio for more offers or make an appointment
- Tag a friend and follow to win
- Provide tips for selecting a product or a project
- Introduce your team
- Show your BIDCA Project Entry! The Contest is Friday and you should announce if you've won!

- *"We're getting ready to see you! Here's a sneak peek at what we're bringing to Booth #[XXX] at the BIA-Hawaii BIG Homebuilding & Remodeling Show. Can't wait to see you there!"*
 - Include photos or videos of their booth setup or products being prepared.
- *"We're teaming up with [Another Exhibitor/Sponsor] to bring you more value for your visit.! Visit both Booth #[XXX] and Booth #[YYY] for the best start to your project and year*
- *"Get ready to upgrade your home! Visit our booth at the #BIGShow to see our newest [product/service]. Here's a sneak peek!"*

Facebook [LINK](#)

Instagram [LINK](#)

Email Headers



Email headers can be used in campaign emails that you send to your customers or leads, but these can also be used in campaigns that you have purchased through media companies. All headers may be adjusted for size if you use the paid version of Canva.

- Use a photo of your team, product or service
- Include your Booth #
- Include company name
- Include your logo
- Link to your website to view show deals or other information



- Include your logo
- Link to your website to view show deals or other information
- In the body of your email include information about the discount, what you will be doing at the Show, and a list of resources and staff you will have available.



- Use a photo of your team, product or service
- Include your Booth #
- Include company name
- Include your logo
- Link to your website to view show deals or other information

Digital Display Ads

If you run digital display ads as a free or paid campaign. Consider updating and using these along with your standard products and services. **Update to include your photo/image, booth information, name, logo and/or other**

details. Use a link that will give attendees a better understanding of what they will get from you at the show.

[300 x 250](#)

[1536 x 100](#)

[2048 x 100](#)

[640 x 100](#)

[728 x 90](#)

[320 x 50](#)

Final Notes to Make the Best of the BIG Show!

- [This is the link](#) for the Home Show and will provide information about the schedule, sponsors, and admission. Admission discount link is also here on the front page. [HomeShowHawaii.com](#)
- Leverage social media - post teasers, products, services, giveaways. Share tips, finished projects, and inspiration. Tag other BIA-Hawaii members and exhibitors. Collaborate.
- If you are a BIA Member, share that and other affiliations proudly at your booth and in posts/communications leading up to the show.
- Use your email list. Send targeted emails highlighting special Home Show promotions and offers.
- Offer exclusive perks for email subscribers who visit your booth and mention or show you the email.
- Invite BIA to collaborate on your Instagram posts and ask others in your network to share and include in their newsletters.
- Did you win at the BIDCA Awards on Friday? Share photos of the project and any suppliers or partners participating at the BIG Show.

For Your Booth

- Create an interactive experience. Mini-demo, workshop, or provide helpful takeaways, like a checklist or guide.
- Host a giveaway or contest.
- Collect leads and protect/safeguard any personal information collected.
- Make your booth appealing and invite people into your booth.
- Stay off your phone and avoid eating or drinking at your table.

- Provide before/after whenever possible
- Send referrals to other BIA Members at the show. They will refer back to you!
- Use a digital tool to help people sign-up for your newsletters

After the Show

- Thank everyone for coming
- Follow-up quickly
- Share photos on social media and highlights from your booth
- Extend limited time offers to attendees or leads who signed up for services after the show.
- Stay top-of-mind and post tips on your social channels to keep customers engaged.