

# GRAMPIANS GRAPE ESCAPE 2018 - EXHIBITOR SOCIAL MEDIA CAMPAIGN

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Thank you for your involvement and support of the 2018 GGE Social Media Campaign. There is no better way to spread the GGE word and attract more festival customers than via our network of exhibitors.

## What's the Social Media Discount all about?

This year GGE was excited to offer a reward discount to the first 40 exhibitors who partnered with the Festival and support the event's Social Media Campaign to drive viral activity and help share GGE platforms, therefore assisting to increase ticket sales.

All exhibitors need to do is within the period of being officially accepted by the festival to exhibit and April the 20th 2018, is share or create 10 posts about the festival.

Site fees will be reduced by \$10 per post, capped at \$100 (10 posts). The discount will be reimbursed over the festival weekend.

Posts must be on either Facebook or Instagram and must TAG the Grampians Grape Escape page so they can be tracked and include the following hashtags where possible:

Facebook: #ggefest #grampians

Instagram: #ggefest #grampians #wandervictoria #visitvictoria

*We look forward to working with you to grow the 2018 Festival !*

