

# SPREAD THE NEWS TOOLKIT

Leverage these assets to invite  
prospects to connect with you at HBE

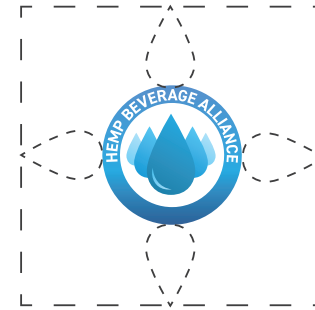


Hemp Beverage Expo

July 9 - 11 | Atlanta, GA

# LOGO USAGE

Below are the guidelines for using the HBE & HBA logos. You'll find requirements for clear space, as well as important "don'ts." To maintain clarity and visual impact, always ensure a minimum amount of clear space surrounds each logo.



## Don't's



X STRETCH OR WARP



X CHANGE COLOR OUTSIDE OF PALETTE



X USE LOGO OVER A PHOTO

## Examples of Incorrect Use



Download  
Graphics

# SOCIAL MEDIA POSTS

Pour it out on social – let your audience know you're heading to HBE.

Use this sample copy for inspiration.



We're putting sips to lips and cans in hands at @HempBeverageExpo in Atlanta, July 9-11! Make plans to meet our team and dive into all things #hempbeverages. Register today at [hempbeverageexpo.com](https://hempbeverageexpo.com). HBA members receive a 30% discount. #HBE25ATL



We're bubbling with excitement to join the @hempbeverageexpo, where top retailers, brands, distributors, and investors unite to shape the future of hemp beverages. This exclusive, high-impact event is one you won't want to miss! Learn more and register at [hempbeverageexpo.com](https://hempbeverageexpo.com). HBA members receive a 30% discount. #HBE25ATL



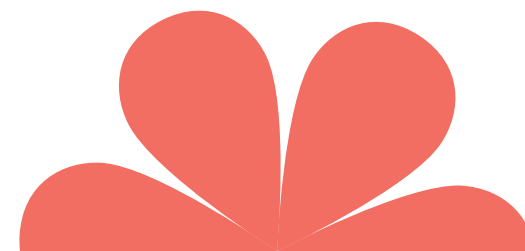
Sip on cutting-edge innovations, pour over game-changing strategies, and mix powerful national connections—all at @Hempbeverageexpo. Seize the opportunities ahead and join us for this unforgettable experience. Register now at [hempbeverageexpo.com](https://hempbeverageexpo.com). HBA members receive a 30% discount.



Stir up connections with retailers, brands, distributors, and investors at @HempBeverageExpo. Join us July 9–11 in Atlanta, GA to tap into fresh opportunities. Learn more at [hempbeverageexpo.com](https://hempbeverageexpo.com). HBA members receive a 30% discount. #HBE25ATL



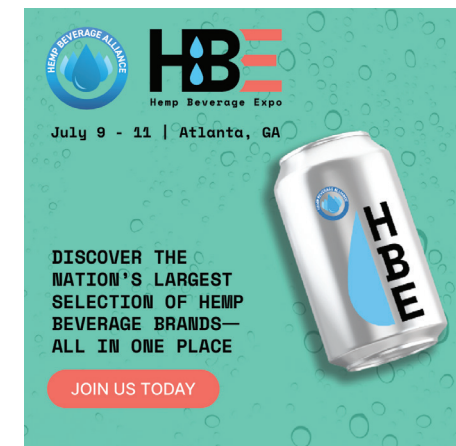
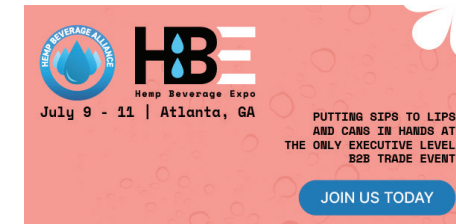
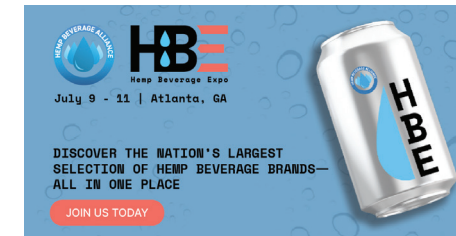
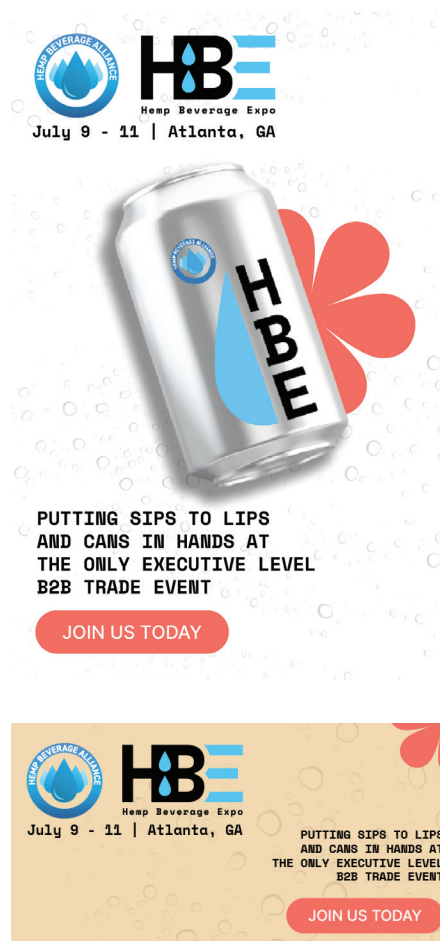
Let's connect over what's brewing! Meet one-on-one with our team at @hempbeverageexpo, July 9–11 in Atlanta, Georgia. Register now at [hempbeverageexpo.com](https://hempbeverageexpo.com). HBA members receive a 30% discount. #HBE25ATL



# SOCIAL MEDIA GRAPHICS

A variety of graphics, sized for Facebook, LinkedIn, X (Twitter), and Instagram are available to download and use with the sample copy on the previous page.

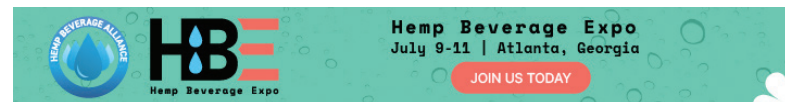
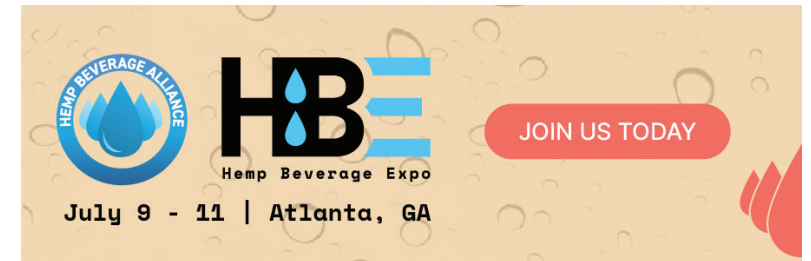
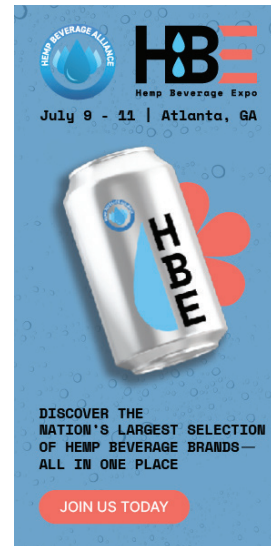
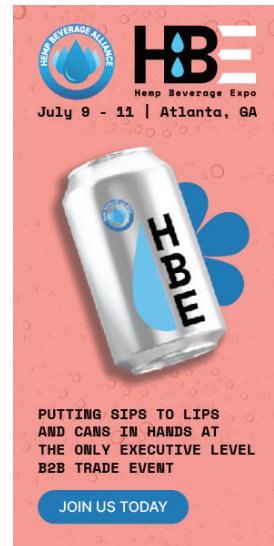
Download  
Graphics



# WEB BANNERS

Choose from a suite of web banners to invite attendees to meet you at the event. Be sure to link them to [www.hempbeverageexpo.com](http://www.hempbeverageexpo.com) for registration.

Download  
Web Banners



# NEWSLETTER COPY

## Join us at Hemp Beverage Expo

**July 9 - 11, 2025, Omni Atlanta Hotel | Atlanta, GA**

Step Into the Future of Hemp Beverages at HBE!

In partnership with the Hemp Beverage Alliance, the Hemp Beverage Expo (HBE) is where innovation, opportunity, and serious industry firepower collide. If you're ready to grow, scale, and connect in the booming world of hemp beverages — this is where it starts.

The event kicks off Wednesday at 4 PM with the Opening Keynote, followed by the Welcome Mixer at 5 PM — your first chance to step onto the Exhibit Hall floor. Get a head start on product sampling, discover breakthrough innovations, and connect with the brands and leaders shaping the hemp beverage space.

The momentum continues Thursday and Friday with two full days of expert-led panels and presentations tackling the biggest challenges in operations, compliance, distribution, and investment. Between sessions, keep the conversations flowing as you explore the Exhibit Hall — where you'll find the latest products, emerging trends, and ongoing sampling opportunities from innovative brands across the industry.

The Official Afterparty brings the industry together on Thursday night. Enjoy a curated evening of networking, standout product samples from across Georgia, and meaningful connections with top decision-makers.

Tap into the energy. Brew real connections. Whether you're looking to expand your footprint, land distribution, or spark your next big collab — you'll find your people here.

Learn more at [HempBeverageExpo.com](https://HempBeverageExpo.com). HBA members receive a 30% discount.



# EMAIL INVITATION

**Send this sample invite on behalf of your company's leadership or sales team using email or via LinkedIn.**

**Subject Line: Explore What's Next in Hemp Beverages at HBE**

Join [INSERT COMPANY NAME] at the Hemp Beverage Expo, presented in partnership with the Hemp Beverage Alliance, July 9–11 at the Omni Atlanta Hotel in Atlanta, GA.

Discover emerging brands, taste what's new in the Exhibit Hall, and hear directly from industry leaders during expert-led conference sessions. Then, cap it all off with Thursday night's Official Afterparty — an energizing evening of networking, product sampling, and connection.

Hemp beverages are already reshaping the adult beverage market — HBE is where serious players go to accelerate their next move. Will you be there?

Learn more and register at [hempbeverageexpo.com](https://hempbeverageexpo.com)  
HBA members receive a 30% discount.

Hope to see you in Atlanta,

[Your Name or Team at COMPANY NAME]





**Follow Hemp Beverage Expo on social media to share content and event updates:**



X (TWITTER): @HEMPBEVEXPO



FACEBOOK: @HEMP BEVERAGE EXPO



INSTAGRAM: @HEMPBEVERAGEEXPO



LINKEDIN: @HEMP BEVERAGE EXPO

