

RCon™ 2026 Marketing Toolkit

Welcome to the RCon™ 2026 marketing toolkit for SWANA volunteers, attendees, speakers and exhibitors. Please use these assets to promote your support of RCon.

Style guide note: The ™ trademark sign is required on the first mention only.

RCon™ Social Media Marketing

#SWANARCon is the official hashtag for SWANA's flagship event experience. Social media posts below are written for LinkedIn may be customized, copied, and published to your personal or professional social media profile. **Be sure to include the link to the RCon page in your posts: <https://swana.org/events/rcon2026>.**

Tag SWANA in your posts so that we can like and share!

- LinkedIn: <https://www.linkedin.com/company/swana/>
- Facebook: <https://www.facebook.com/SolidWasteAssociationOfNorthAmerica/>
- X (Twitter): <https://twitter.com/swana>
- Instagram: <https://www.instagram.com/swanahq/>

Social Media Posts For Attendees

Option 1

Just registered for RCon™ 2026, and I'm especially excited to build my own learning journey with a range of educational sessions and hands-on, experiential learning.

 St. Louis, Missouri |  September 29 – October 2

If you're looking to sharpen your skills and bring back fresh ideas for your organization, consider joining me at #SWANARCon: <https://swana.org/events/rcon2026>.

RCon is @SWANA's flagship event experience with a highly energetic and informative program. #ResourceManagement #Registered4RCon

Option 2

I'm registered for RCon™ 2026 and can't wait for the one-of-a-kind networking experiences and the chance to expand my connections in waste and #resourcemanagement. I look forward to the conversations had during receptions, in the Exhibit Hall, and in between sessions that re-energize and refuel my career.

 St. Louis, Missouri |  September 29 – October 2

If you're planning your professional development for the year, I highly recommend joining us for @SWANA's industry event of the year —reserve your spot at #SWANARCon: <https://swana.org/events/rcon2026>.

#Registered4RCon

Option 3

Registered  for RCon™ 2026, and I'm looking forward to spending time in the dynamic Exhibit Hall to see the latest ideas, tools, and solutions shaping the industry.

 St. Louis, Missouri |  September 29 – October 2

From timely education to meaningful conversations with leaders and solution providers, RCon is where waste and #resourcemanagement professionals go to think.

If you want to explore what's next and meet the people driving innovation, join me at #SWANARCon: <https://swana.org/events/rcon2026>

#Registered4RCon @SWANA

Social Media Posts For Exhibitors

Option 1

We're excited to share that **[Your Company Name]** will be exhibiting at RCon™ 2026!

Stop by Booth **[insert booth # here]** in the RCon Exhibit Hall to connect with our team and learn how we're supporting the future of waste and #resourcemanagement.

 St. Louis, Missouri |  September 29 – October 2, 2026

@SWANA's RCon brings together industry leaders, decision-makers, and solution providers for education, networking, and innovation—all in one place. If you haven't registered yet, now's the time.

 Register to attend #SWANARCon: <https://swana.org/events/rcon2026>

#Registered4RCon

Option 2

We're excited to bring **[Product / Solution Name]** to RCon™ 2026!

Visit **[Your Company Name]** at Booth **[insert booth #]** in the RCon Exhibit Hall to see how **[Product / Solution Name]** helps organizations **[primary benefit—e.g., improve safety, streamline operations, reduce costs, increase efficiency]**.

📍 St. Louis, Missouri | 📅 September 29 – October 2

@SWANA's RCon™ brings together waste and #resourcemanagement professionals to explore practical solutions, new technologies, and real-world applications. If you're attending, stop by our booth to learn more—and if not, now's the perfect time to register and join the conversation.

👉 Register for #SWANARCon: <https://swana.org/events/rcon2026>

Social Media Posts For Speakers

Option 1

I'm excited to share that I'll be speaking at RCon™ 2026, the premier industry event of the year, powered by @SWANA. I'll be presenting "[insert session title or topic]", where we'll explore [1–2 outcomes or takeaways attendees will gain].

📍 St. Louis, Missouri | 📅 September 29 – October 2

RCon brings together industry leaders for forward-thinking education, practical insights, and meaningful dialogue. If you're interested in learning more about [topic area—e.g., safety, PFAS, operations, workforce development, innovation], I encourage you to register and join the conversation.

👉 Register for #SWANARCon: <https://swana.org/events/rcon2026>

#ResourceManagement

Option 2

My proposal was accepted for RCon™ 2026! If you're interested in [topic area—e.g., safety innovation, PFAS management, operations, workforce development, emerging technology], I'd love for you to join me in St. Louis and learn practical takeaways alongside your industry peers.

Register and learn more: <https://swana.org/events/rcon2026>. As a speaker at #SWANARCon, I am looking forward to connecting with you at @SWANA's premier event experience, held September 29 – October 2 in St. Louis, Missouri. 📍

RCon™ Email & Newsletter Outreach

Newsletter Copy

Newsletter Copy for Attending Companies, Individuals

[Company Name] is excited to send team members to [RCon™ 2026](#), held September 29–October 2 in St. Louis, Missouri. Our team looks forward to expanding our network and reach, learning and earning PDHs, and staying at the forefront of innovation by engaging in the RCon conversations that are reshaping the future of waste and resource management.

RCon, powered by SWANA, is a highly informative and energetic experience, and we aim to bring back new insights to support our mission to [insert mission].

Newsletter Copy for Exhibitors

[Company Name] is excited to exhibit at [RCon™ 2026](#), held September 29–October 2 in St. Louis, Missouri. Attendees can visit us at Booth [insert booth #] to learn more about [product or solution name] and how it helps [primary benefit—e.g., improve safety, streamline operations, increase efficiency, reduce costs] for waste and resource management professionals.

Powered by SWANA, RCon is a highly informative and energetic experience that brings together industry leaders and solution providers.

Newsletter Copy for Speakers

[Company Name] is proud to share that [Name, Title] will be speaking at [RCon™ 2026](#), taking place September 29–October 2 in St. Louis, Missouri. During their session, [Name] will share insights on [session topic or focus area], offering practical perspectives and real-world takeaways for waste and resource management professionals.

Powered by SWANA, RCon is a highly informative and energetic experience that brings together industry leaders to shape the future of the profession. We look forward to contributing to the conversations at RCon and bringing back new ideas and insights that support our mission to [insert mission].

Email Copy

Email Copy From a Registered Attendee

Subject: Join me at RCon™ 2026 in St. Louis?

I am excited to personally invite you to join me for [RCon™ 2026](#), SWANA's highly informative and energetic event experience taking place September 29–October 2, in St. Louis, Missouri.

If you're considering your professional development plans for the year like I am, I encourage you to consider attending RCon for the sessions that will keep us at the forefront of what's changing in our field. You'll be able to build your own agenda and earn Professional Development Hours (PDHs) toward any SWANA certifications or your own continuing education goals.

The program is expected to offer a mix of learning, collaboration, and connection with peers who are facing many of the same challenges and opportunities as we are.

Networking events offer easy, meaningful ways to connect—from conversations in the Exhibit Hall to more informal connections made while touring facilities and exploring downtown St. Louis.

I hope you'll join me at RCon so that we can learn together, be re-inspired by the work our industry achieves, and to continue the boundary-pushing conversations with your resource management community beyond the event.

You can find more details and register: <https://swana.org/events/rcon2026>

Let me know if you have any questions! I hope to see you in St. Louis.

Best,

[Your Name]

Email Copy From an Exhibitor

Subject: Join us at RCon™ 2026 — Visit us at Booth [insert booth #]

I am reaching out to personally invite you to join us at SWANA's RCon 2026 this September 29 – October 2 in St. Louis, Missouri. We'll be exhibiting and would love for you to stop by Booth [insert booth #] to learn more about [insert product/service] and how it supports organizations facing today's evolving operational and regulatory challenges.

Last year's Exhibit Hall featured some pretty unique opportunities to connect, whether it was on the pickleball court, during a community service project, or while exploring art exhibits created with reused materials by local artists. Learn more about this year's energetic and informative program: <https://swana.org/events/rcon2026>.

More than networking, RCon brings technical sessions, training courses, and inspiring speakers—all while offering SWANA Professional Development Hours (PDHs) toward SWANA certification or your own continuing education goals.

Whether you're attending sessions, exploring the Exhibit Hall, or connecting with peers around downtown St. Louis, RCon will leave you re-inspired by the great things our industry achieves.

Please feel free to reach out if you have any questions—we hope to see you in St. Louis and welcome you to our booth!

Best,

[Your Name]

Email Copy From a Speaker

Subject: Join me at RCon™ 2026 — I'd love to see you at my session

Hi [Name],

I wanted to personally share that I'll be speaking at RCon™ 2026, SWANA's energetic and informative event experience for waste and resource management professionals, taking place September 29–October 2, in St. Louis, Missouri.

My session, “[Session Title]”, will focus on [brief description of topic/problem] and share practical insights and takeaways that attendees can apply in their day-to-day work. I'm looking forward to the discussion and the opportunity to learn alongside peers who are navigating many of the same challenges and opportunities we face across the industry.

RCon offers a strong mix of forward-thinking education, meaningful conversations, and opportunities to earn Professional Development Hours (PDHs), expand your network, and leave feeling re-energized and inspired by the work our industry is doing.

If you're planning your professional development for the year, I'd love for you to consider joining me in St. Louis—and to attend my session as part of the experience.

You can learn more and register at <https://swana.org/events/rcon2026>.

Please feel free to reach out if you have any questions. I hope to see you at RCon in St. Louis!

Best,

[Your Name]

Email Copy from SWANA Volunteer attending RCon™ (Volunteers on Board of Directors, Advisory Council, Chapter Leadership, Technical Division Leadership, Committee)

Subject: Join me at RCon™ 2026 in St. Louis

Hi [Name], I am reaching out to personally invite you to consider joining me at RCon™ 2026, SWANA's flagship event for waste and resource management professionals, taking place September 29–October 2, in St. Louis, Missouri.

As a SWANA volunteer supporting [insert committee name, chapter, technical division, etc.], I see firsthand how valuable RCon is for advancing our industry. RCon is designed to let you build your own agenda, earn Professional Development Hours (PDHs), and engage with peers who are navigating many of the same challenges and opportunities we face.

Beyond the sessions, RCon creates space for connection—whether in the Exhibit Hall, during networking events, or through informal conversations throughout the week as we explore downtown St. Louis. It's an energizing environment that leaves you informed, inspired, and better connected to the broader resource management community.

If you're planning your professional development for the year, I hope you'll consider joining me at RCon. I think you'd find it well worth your time.

You can learn more and register at <https://swana.org/events/rcon2026>.

Please feel free to reach out if you have any questions—I hope to see you in St. Louis.

Best,

[Your Name]

[SWANA Role / Leadership Position]