START YOUR CUSTOMER CONVERSATIONS NOW!
We have created several tools to help you promote your participation in this year's event.

By promoting your attendance in advance of the event, you can establish your partnership with the ACVIM early and differentiate your brand from competition.

Promote your attendance at the 2020 ACVIM Forum on your website, monthly newsletters, event pages, and email signatures.

Included in this kit:

1. SOCIAL MEDIA
   A. JOIN ACVIM SOCIAL NETWORKS
   B. SOCIAL MEDIA EXHIBITOR TIPS
   C. SOCIAL MEDIA BANNERS

2. WEB CONTENT AND TOOLS
   A. EVENT DESCRIPTIONS
   B. EMAIL SIGNATURE BANNERS
   C. LOGOS

QUESTIONS? Please contact Leah@ACVIM.org or Hannah@ACVIM.org
1. SOCIAL MEDIA

A. JOIN ACVIM SOCIAL NETWORKS

Connect with the ACVM and Attendees on Social Media

Be sure to follow the ACVM on our social media platforms for regular updates about the 2020 ACVM Forum and other upcoming opportunities. Incorporate social media into your strategy to drive traffic to your booth; market your presence and foster interest in your product or service before, during and after the ACVM Forum.

Like us on Facebook @TheACVM

Follow @ACVM on Twitter

Follow @The_ACVM on Instagram

Join the ACVM LinkedIn page

Browse videos on the ACVM YouTube channel

Be sure to use the official event hashtag #ACVIM and others below in your posts!

#ACVIMForum #ACVIMForum2020 #ACVIM2020
#Forum2020 #veterinarian #veterinarians #vetspecialist #dvm
#veterinarymedicine #vetmed #vetmedicine #vets #vet #veterinario
#veterinaria #pethealth #veterinary #veterinariansofinstagram
#veterinaryclinic #veterinaryhospital #equinevet #veterinarycare
#petcare #vetlife #vettech #veterinarian #veterinarynurse
#instavet #medvetlife #vetmedworld #visitbaltimore
**B. SOCIAL MEDIA EXHIBITOR TIPS**

- **Start promoting once you have your booth number!** This will help gain excitement about your booth. You don’t need to post heavily too far in advance, but it’s great to show the excitement once your booth has been booked.

- **Plan your presence at the event.** Discuss with your team who will be working the booth, what their roles are and how they can be involved with social media. Get the team involved!
  - Some ideas include:
    - Plan a FB Go Live session to show attendees what’s happening in real time!
    - Instagram stories: Let attendees follow along with your 2020 ACVIM Forum experience! Share your story through Instagram stories.
    - Show attendees who you have at your booth, create personal posts for a meet and greet with your staff at your booth.
    - Create a geo filter with your branding for Instagram or Snapchat.

- **Begin to promote heavily 1 month out from the event.** This is when you will want to promote what attendees can expect to see at your booth, what you will be giving away, etc.

- **Be sure to use the official event hashtag!** The official event hashtag is: #ACVIM

- **Use Hootsuite (or another posting planner) to plan your social media posts** before you even leave the office. This will save you time and effort onsite.

- **Don’t forget to live post as well as rely on scheduled posts.** There is nothing like posting as something is happening.

- **Use pictures and videos, especially onsite.** Show people (with photos and videos) what they are missing while they aren’t at your booth. This is much more powerful than just words.
C. SOCIAL MEDIA BANNERS

Please note that the samples shown below are for reference and are not sized.

440 X 220 (TWITTER) EXHIBITOR

440 X 220 (TWITTER) SPONSOR

440 X 220 (TWITTER) BRONZE SPONSOR

440 X 220 (TWITTER) SILVER SPONSOR

440 X 220 (TWITTER) GOLD SPONSOR

440 X 220 (TWITTER) PLATINUM SPONSOR
C. SOCIAL MEDIA BANNERS (continued)

Please note that the samples shown below are for reference and are not sized.

1200 X 630 (FACEBOOK) EXHIBITOR

1200 X 630 (FACEBOOK) SPONSOR

1200 X 630 (FACEBOOK) BRONZE SPONSOR

1200 X 630 (FACEBOOK) SILVER SPONSOR

1200 X 630 (FACEBOOK) GOLD SPONSOR

1200 X 630 (FACEBOOK) PLATINUM SPONSOR
C. SOCIAL MEDIA BANNERS (continued)

Please note that the samples shown below are for reference and are not sized.

1080 X 1080 (INSTAGRAM) EXHIBITOR

1080 X 1080 (INSTAGRAM) SPONSOR

1080 X 1080 (INSTAGRAM) BRONZE SPONSOR

1080 X 1080 (INSTAGRAM) SILVER SPONSOR

1080 X 1080 (INSTAGRAM) GOLD SPONSOR

1080 X 1080 (INSTAGRAM) PLATINUM SPONSOR
1. WEB CONTENT & TOOLS

A. EVENT DESCRIPTIONS

25-WORD DESCRIPTION:
Join us June 11-12 at the 2020 ACVIM Forum to learn, network and collaborate. Register today: ACVIMForum.org

50-WORD DESCRIPTION:
Join your colleagues in Baltimore, Maryland to explore the latest research, best practices and strategies in veterinary specialty medicine at the 2020 ACVIM Forum. Learn from experts, network with influencers and collaborate with solution providers. Register today at ACVIMForum.org and join us in Baltimore, Maryland on June 11-12, 2020.

B. EMAIL SIGNATURE BANNERS

Use any of the FREE promotional tools below to jump-start your marketing outreach.

Place the ACVIM Forum conference banners and Official ACVIM logos...
  • Advertising, emails, and digital promotions
  • In email signatures: link to a page on your website that highlights your conference objectives or post on your social media pages

Remember to link the conference banners to ACVIMForum.org.

Contact Hannah@ACVIM.org to request your banner.
B. EMAIL SIGNATURE BANNERS (continued)

468 X 60 EXHIBITOR

468 X 60 SPONSOR

For a custom size banner, please contact Hannah@ACVIM.org.
C. LOGOS

Use the ACVIM Forum logos on your website, in email communications, or in printed materials to promote your presence at the 2020 ACVIM Forum. If you require a different size, please contact Hannah@ACVIM.org.

RESTRICTIONS FOR USE OF THE 2020 ACVIM FORUM LOGOS AND GRAPHICS

By requesting a digital file of the names, Marks, and logos of the American College of Veterinary Internal Medicine (collectively, the “Marks”), you are agreeing to be bound by the following restrictions: You may depict the Marks solely in original, unmodified, unedited form, solely for purposes of announcing and publicizing your attendance, exhibition, and/or sponsorship at an ACVIM event, and solely for a pre- and post-promotion not to exceed 10 consecutive months. All other uses of the Marks are strictly prohibited.

All materials on which the Marks appear must contain the following notice: The ACVIM does not sponsor, endorse, or affiliate with third-party companies, products or services.

Please refer to the ACVIM Forum Brand Guidelines for specific details regarding use of the ACVIM logos.

Please link all logos to ACVIMForum.org and be sure to use Alt tag: 2020 ACVIM Forum.