

EXHIBITOR MARKETING TOOLKIT

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 2022 ACVIM Forum on your website, monthly newsletters, event pages, and social media accounts.

IN THIS TOOLKIT:

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Voice & Branding

HOW TO TALK ABOUT THE 2022 ACVIM FORUM

- Always include "the" and the year before the event name: The 2022 ACVIM Forum
- If discussing the hybrid aspect of the event, include that there are two ways to attend: In person or virtually
In person: Join us in Austin, Texas June 23-25 for four days of live sessions and networking.
Virtually: Register to attend virtually and get access to on-demand sessions following the live event and an interactive event in September.
- Please refer to the [2022 ACVIM Forum Style Guide](#) for specific details regarding editorial guidelines

SAMPLE EVENT DESCRIPTIONS

Short description:

Join us live June 23-25 and on demand through October at the 2022 ACVIM Forum. Learn, network and collaborate with thought leaders in veterinary medicine. Register today at [ACVIMForum.org](#).

Long description:

Join your colleagues in Austin, Texas on June 23-25 at the 2022 ACVIM Forum! Explore the latest research, best practices and strategies in veterinary specialty medicine with on-demand access to sessions and the virtual Solutions Center through October. Save the date for September 21-22 for the virtual, Interactive Event featuring select sessions with a live speaker Q&A. Don't miss this opportunity to learn from experts, network with influencers and collaborate with solution providers! Register today at [ACVIMForum.org](#).

QUESTIONS?

Please contact Leah@ACVIM.org or Mollie@ACVIM.org

If additional collateral/artwork is needed, please reach out to Mollie Boettcher, MNM

E: Mollie@ACVIM.org | O: 720.574.0296 | W: Exhibit.ACVIMForum.org

EXHIBITOR MARKETING TOOLKIT

Voice & Branding

Use the 2022 ACVIM Forum logos on your website, in email communications, on your social media channels or in printed materials to promote your presence at the 2022 ACVIM Forum.

LOGOS



Primary Vertical Logo

[Download PNG](#)

[Download Art File \(eps\)](#)



Primary Horizontal Logo

[Download PNG](#)

[Download Art File \(eps\)](#)

Please link all logos to ACVIMForum.org and be sure to use Alt tag: 2022 ACVIM Forum.

Please refer to the [2022 ACVIM Forum Style Guide](#) for specific details regarding use of the 2022 ACVIM Forum logos.

RESTRICTIONS FOR USE OF THE 2022 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 only depict the Marks in original, unmodified, unedited form, solely for purposes of announcing and publicizing your attendance, exhibition, and/or sponsorship at the 2022 ACVIM Forum, and solely for a pre- and post-promotion not to exceed 10 consecutive months. All other uses of the Marks are strictly prohibited.

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EXHIBITOR MARKETING TOOLKIT

Social Media

JOIN ACVIM SOCIAL NETWORKS

Be sure to follow the ACVIM on our social media platforms for regular updates about the 2022 ACVIM 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 2022 ACVIM Forum.



TheACVIM @The_ACVIM @ACVIM /TheACVIM /company/ACVIM

Use the official event hashtag #ACVIMForum and tag ACVIM in your posts!

SOCIAL MEDIA EXHIBITOR TIPS

- Start promoting once you have your booth number! This will help build excitement about your presence at the 2022 ACVIM Forum.
- Plan your presence at the event. Discuss with your team who will be working the booth regarding what their roles are and how they can be involved with social media.

Some ideas for getting your team involved include:

- Go live on Facebook or Instagram to show attendees what's happening in real time.
- Share periodic updates to your social media stories to let attendees follow along.
- Share photos of your team with booth visitors to encourage attendees to stop by and say hello.
- Create a geo filter with your branding for Instagram or Snapchat.

- Begin to promote heavily one month out from the event. Let attendees know what they can expect to see at your booth, including special giveaways and swag.
- Mix scheduled posts with live content during the event to keep attendees engaged.
- Photos and videos are key! Show people what they are missing instead of simply telling them.

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EXHIBITOR MARKETING TOOLKIT

Social Media

GRAPHICS



Exhibitor Horizontal Graphic
1200 x 630 px
[Download JPEG](#)



Exhibitor Square Graphic
1080 x 1080 px
[Download JPEG](#)



Sponsor Square Graphic
1080 x 1080 px
[Download JPEG](#)



Sponsor Horizontal Graphic
1200 x 630 px
[Download JPEG](#)

SAMPLE SOCIAL MEDIA MESSAGES

Before the in-person event

Mark your calendar! We will be exhibiting at the 2022 #ACVIMForum on June 23-24, 2022. Visit our booth <insert your booth number> to learn more about <company/product/giveaway>.

Save the Date: The 2022 #ACVIMForum is happening June 23-25, 2022! Register today at ACVIMForum.org and join us in Austin, Texas for the latest research, best practices and strategies in veterinary specialty medicine!

During the in-person event

Attending the #ACVIMForum? Stop by booth <insert your booth number> in the Solutions Center and learn more about <insert something about your company or a featured product>.

<Insert Company Name> is at the 2022 #ACVIMForum in Austin, Texas. Visit us at Booth <insert your booth number> and be sure to enter our giveaway for <insert giveaway item>.

During the virtual event

The live portion of the 2022 #ACVIMForum may be over, but there's still time to visit our virtual booth! Enjoy on-demand access to sessions and the virtual Solutions Center through October 2022.

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