



## 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 2023 ACVIM Forum on your website, newsletters, event pages, and social media accounts.

**IN THIS TOOLKIT:**

**VOICE & BRANDING**

How to talk about the 2023 ACVIM Forum  
Sample Event Descriptions  
Logos  
Restrictions

**SOCIAL MEDIA**

ACVIM Social Networks  
Graphics  
Sample Messages

## Voice & Branding

### HOW TO TALK ABOUT THE 2023 ACVIM FORUM

- When the year is used to refer to the ACVIM Forum, it should be placed before the full name of the conference or after: 2023 ACVIM Forum or ACVIM Forum 2023
- Always include "the" before the event: The ACVIM Forum, The 2023 ACVIM Forum, The ACVIM Forum 2023
- Please refer to the [2023 ACVIM Forum Style Guide](#) for specific details regarding editorial guidelines

### SAMPLE EVENT DESCRIPTIONS

**Short description:**

Join us in Philadelphia, June 15-17 as we celebrate the 40th year of the ACVIM Forum. Collaborate with leading experts and explore the latest research in veterinary specialty medicine at the 2023 ACVIM Forum. Register at [ACVIMForum.org](https://ACVIMForum.org).

**Long description:**

Don't miss the opportunity to network and collaborate with the leading experts in veterinary medicine at the 40th anniversary of the ACVIM Forum held in Philadelphia, Pennsylvania from June 15-17. Connect with influencers in the profession and explore the latest research in veterinary specialty medicine with live sessions accompanied by premier speakers and the opportunity for audience engagement. Register to save your spot at [ACVIMForum.org](https://ACVIMForum.org).

### QUESTIONS?

Please contact [Leah@ACVIM.org](mailto:Leah@ACVIM.org) or [Mollie@ACVIM.org](mailto:Mollie@ACVIM.org)

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

E: [Mollie@ACVIM.org](mailto:Mollie@ACVIM.org) | O: 720.574.0296 | W: [ACVIMForum.org](https://ACVIMForum.org)



## EXHIBITOR MARKETING TOOLKIT

### Voice & Branding

Use the 2023 ACVIM Forum logos on your website, in email communications, on your social media channels or in printed materials to promote your presence at the 2023 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](https://ACVIMForum.org) and be sure to use Alt tag: 2023 ACVIM Forum.

Please refer to the [2023 ACVIM Forum Style Guide](#) for specific details regarding use of the 2023 ACVIM Forum logos.

#### RESTRICTIONS FOR USE OF THE 2023 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 2023 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.

#### QUESTIONS?

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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 2023 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 2023 ACVIM Forum.



TheACVIM @The\_ACVIM @ACVIM /TheACVIM /company/ACVIM

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

### GRAPHICS



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



Sponsor 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](#)

### SAMPLE SOCIAL MEDIA MESSAGES

#### Before the in-person event

Mark your calendar! We will be exhibiting at the 2023 #ACVIMForum on June 15-16, 2023. Visit our booth <your booth number> to learn more about <company/product/giveaway>.

Save the Date: The 2023 #ACVIMForum is happening June 15-17, 2023! Register today at ACVIMForum.org and join us in Philadelphia, Pennsylvania for the latest research, best practices and strategies in veterinary specialty medicine!

#### During the in-person event

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

<Company Name> is at the 2023 #ACVIMForum in Philadelphia, Pennsylvania. Visit us at Booth <Your booth number> and be sure to enter our giveaway for <insert giveaway item>.

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