

Philadelphia, Pennsylvania June 15-17, 2023 Specialty Symposium June 14 Solutions Center June 15-16

Access, **Brand Exposure +** COLLABORATION



EXHIBITOR MARKETING TOOLKIT

START YOUR CUSTOMER CONVERSATIONS NOW!

We have created several tools to help you promote your participation in this years 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.

VOICE & BRANDING

IN THIS TOOLKIT:

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 <u>2023 ACVIM Forum Style Guide</u> 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.

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.

QUESTIONS?

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

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





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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 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.



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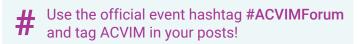
EXHIBITOR MARKETING TOOLKIT

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.





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

< 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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