**Exhibitor Event Marketing Toolkit**

**Start Your Customer Conversations Now!**

We have created a number of 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 DIA early and differentiate your brand from competition.

Promote your attendance at the DIA 28th Annual EuroMeeting on your website, monthly newsletters, events pages, and/ or email signatures.

**Included in this kit:**

1. [Web Content and Tools](#WebContent)
	1. [Event Listings](#EventListings)
	2. [Event Descriptions](#EventDescriptions)
	3. [Web Banners](#WebBanners) (Available for download via WeTransfer link here)
	4. [Event Logo](#EventLogo)
	5. [Email Signatures](#EmailSignatures)
2. [Social Media](#SocialMedia)
	1. [Join DIA Social Networks](#JoinDIASocial)
	2. [Social Media Exhibitor Tips](#SocialTips)
	3. [Sample Posts](#SamplePosts)
3. **Web Content and Tools**
4. **Event Listings**

The DIA 28th Annual EuroMeeting event listing can be placed on your company’s website home page, calendar page or blog.

DIA 28th Annual EuroMeeting

6-8 April 2016

Congress Center Hamburg, Germany

[DIAglobal.org/EM2016](http://www.DIAglobal.org/EM2016)

Visit COMPANY NAME at Booth # in the exhibit Hall to learn about XXX PRODUCT OR SERVICE.

1. **Event Descriptions**

**25-word description:**

Join us 6-8 April 2016 at the DIA 28th Annual EuroMeeting to discuss key issues and network. Register today: [DIAglobal.org/EM2016](http://www.DIAglobal.org/EM2016)

**50-word description:**

The DIA 28th Annual EuroMeeting brings stakeholders together to collaborate on when, where and how innovation leads to advances in health care product development. Learn from experts, network with influencers and collaborate with solution providers. Register today at [DIAglobal.org/EM2016](http://www.DIAglobal.org/EM2016) and join us in Hamburg, Germany on 6-8 April 2016

**100-word description:**

INnovation • Do You Win by Being IN?

From patient engagement in clinical trials to proactive lifecycle management, DIA 28th Annual EuroMeeting 2016 is designed to inspire breakthroughs in uncovering innovative solutions for patients. Key reasons to join us:

* Learn from the experts
* Network with influencers
* Collaborate with solution providers.
* Advance Your Career

Register today at [DIAglobal.org/EM2016](http://www.DIAglobal.org/EM2016) and plan to join us in Hamburg, Germany on 6-8 April 2016

1. **Web Banners – To receive ONE file with all banner sizes, please click** **here** **to send a request to** **EMEA.Exhibition@diaglobal.org**

 Please hyperlink all Web banners to: [www.DIAglobal.org/EM2016](http://www.diaglobal.org/EM2016)

Sample Sizes:



1. **Event Logo**

Use the following logo on your website, in email communications, or in printed materials to promote your presence at the 28th Annual EuroMeeting. If you require a different format or size, please contact natacha.scholl@DIAglobal.org.

Right click on the logo below and select "save picture as" to download. Please link all logos to [www.DIAglobal.org/EM2016](http://www.DIAglobal.org/EM2016) and be sure to use Alt tag: DIA 28th Annual EuroMeeting, 6-8 April 2016, Hamburg, Germany



1. **Email Signatures**

Increase awareness of your participation at the 28th Annual EuroMeeting with customers and prospects by adding one of the samples below to your email signature. You may also choose to add one of the banner ads below the text for increased attention.

**Name**

Title | Company

Address 1, Address 2 | City, State Zip

P: +1.XXX.XXX.XXXX | E: email@email.com

Looking for innovative solutions? Talk to (Company name) 6-8 April 2016 at the DIA 28th Annual EuroMeeting in Hamburg, Germany: [www.DIAglobal.org/EM2016](http://www.DIAglobal.org/EM2016)

OR

Visit (Company name) at the 28th Annual EuroMeeting at booth #. Register today and visit us onsite 6-8 April 2016 in Hamburg, Germany! [www.DIAglobal.org/EM2016](http://www.DIAglobal.org/EM2016)

OR

See (Company name)’s products and services in action in the Exhibit Hall at the 28th Annual EuroMeeting, 6-8 April 2016 at the Congress Center Hamburg, Germany. We’ll be in booth #. [www.DIAglobal.org/EM2016](http://www.DIAglobal.org/EM2016)



1. **Social Media**
2. **Join DIA Social Networks**

Connect with Attendees Prior to the 28th Annual EuroMeeting!

**Get setup now by being a part of our social communications**

1. Follow us [@DrugInfoAssn](https://twitter.com/DrugInfoAssn) on Twitter
	1. Follow **#DIAEuro** for real-time updates prior, during, and after Hamburg.
	2. Here are some tweets and/or posts to get you started:
		1. Visit our booth # XXX at #EM2016 6-8 April 2016 in Hamburg, Germany! [DIAglobal.org/EM2016](http://www.DIAglobal.org/EM2016)
		2. Join Us & 2,500+ Life Sciences Professionals #EM2016 6-8 April 2016 in Hamburg [DIAglobal.org/EM2016](http://www.DIAglobal.org/EM2016)
		3. Q: Where Do All the Thought Leaders in the Life Sciences Industry Come Together?
		A: #EM2016 6-8 April 2016 in Hamburg [DIAglobal.org/EM2016](http://www.DIAglobal.org/EM2016)
2. Follow the LinkedIn [DIA Company page](https://www.linkedin.com/company/dia) and Join the [DIA Europe, Middle East & Africa group](https://www.linkedin.com/groups/2021565) and relevant subgroups to engage attendees and stay informed!
3. Like us on Facebook [@DrugInfoAssn](https://www.facebook.com/DrugInformationAssociation/)
4. Browse videos on [DIA’s YouTube channel (DrugInfoAssoc)](https://www.youtube.com/user/DrugInfoAssoc/)
5. **Social Media Tips / Posts for Exhibitors**

**• 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!

• **Begin to promote heavily 1 month out from 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**! For 2016 we will be using: **#DIAEuro**

• 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 the scheduled posts**. There is nothing like posting as something is happening.

• **Use pictures and video, 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.

1. **Sample Social Posts**

**Pre-Event:**

**LInkedIn:**

Post on your company’s page:

* We’re excited to announce our participation in the upcoming DIA EuroMeeting 2016. Register with XX Code to receive a special attendee rate as our guest.

*(Contact* *EMEA.Exhibition@DIAglobal.org* *to receive your attendee Promo Code)*

* Join Us at the DIA EuroMeeting in Hamburg. We would love to connect with you and

**Facebook:**

Post on your company’s page:

* We’re excited to announce our participation in the upcoming DIA EuroMeeting 2016. Register with XX Code to receive a special attendee rate as our guest.

*(Contact* *EMEA.Exhibition@DIAglobal.org* *to receive your attendee Promo Code)*

* We’re exhibiting **#DIAEuro** in Hamburg, Germany. Register today & join us to advance your career and have fun while doing it!
* We’re looking forward to **#DIAEuro** already! Be sure to plan and visit us at Booth #XXX where we will…… (insert something you will do/giveaway at your booth)
* Stop by booth #XXX at **#DIAEuro** to…… (insert something you will do/giveaway at your booth). We look forward to seeing you there!

**Twitter:**

* We’re exhibiting at **#DIAEuro** – visit us in booth #XXX!
* We are revealing (insert your product/service here) at **#DIAEuro**! Stop by booth #XXX.
* It’s almost time for **#DIAEuro** and our team is excited!

*\*Great chance to use a photo here of your team!*

**During Event:**

**Facebook:**

* We have finished set up and are ready for **#DIAEuro** to begin! We can’t wait to see you on the exhibit floor.

*\*Show a photo of your booth or a timelapse of your booth being built.*

* If you are at **#DIAEuro** and haven’t stopped by Booth #XXX, you are missing out on (insert your giveaway or special feature here)!

 *\*Great chance to show a photo/video of your booth/team/giveaway.*

**Twitter:**

* All set up and ready for **#DIAEuro**! Visit us at booth #XXX.

*\*Show a photo of your booth or a timelapse of your booth being built.*

* We are giving away XXX at booth #XXX – stop by to get all the details and to enter! **#DIAEuro**

**Post-Event:**

**Facebook:**

We had a great time at **#DIAEuro**! Thank you to everyone who stopped by our booth.

We are already looking forward to the 2017 event! Thank you **#DIAEuro** for a great event!

We had a great time and made a lot of new contacts as a result of being an exhibitor. Looking forward to 2017!

**Twitter:**

Great time at **#DIAEuro**! Thanks to everyone who visited us at booth #XXX. We came, we saw and we had a blast!

Thanks **#DIAEuro** for another great event!