**2022 IABC World Conference**

***Exhibitor/Sponsor Marketing Kit***

# About this Marketing Kit

As an exhibitor and/or sponsor of the 2022 IABC World Conference, we know that you’re eager to spread the word about the conference’s offerings and experiences. We’ve created this marketing kit to help you share your excitement about the conference.

To support our outreach efforts, we ask you do any or all of the following:

* **ENCOURAGE ATTENDANCE** – Send an email to your colleagues and clients using the template below.
* **PROMOTE THROUGH YOUR ORGANIZATION** – Add the 2022 IABC World Conference to your organizational and work calendars, newsletters and digital bulletin boards using the template below.
* **LIKE, RETWEET AND USE THE #IABC22 HASHTAG** – Encourage attendance and spread awareness of the 2022 IABC World Conference.

**Conference Details**

Included below are important conference details that you may reference and use when spreading the word about the 2022 IABC World Conference.

Dates

26–29 June 2022

Location

New York City, New York, USA

**Website**

<https://wc.iabc.com/>

Social Media Hashtag

#IABC22

Social Media Channels

**Facebook** <https://www.facebook.com/IABCWorld>

**Twitter**

<https://twitter.com/iabc>

**YouTube** <https://www.youtube.com/user/IABClive>

**LinkedIn** <https://www.linkedin.com/company/iabc/>

**Instagram**

<https://www.instagram.com/iabcgram/>

# Sample Email Communication

# The following message was developed for your ease of use; copy and paste, or modify the message to send via personal email to your network of clients, colleagues and professional contacts.

**Subject**: Visit [**Insert Company**] at the 2022 IABC World Conference

Dear [**Contact Name**],

IABC continues to adapt and lead the change within the communications field. That’s why I’m thrilled [**Insert Company**] will be partnering with IABC at their [2022 IABC World Conference](https://wc.iabc.com/) this June.

We will be featured in the Exhibit Hall at the World Conference. We are excited to be a part of this unique experience and to share our [**Insert product/service**] with a group of innovative communications professionals.

We’re looking forward to seeing the communications community face-to-face once again. I hope you’ll take advantage of this additional opportunity to make connections and share new ideas.

The 2022 Conference theme is all about the many achievements that communication can help accomplish. We’ll discuss how communication can lead, transform, inspire, and more. I look forward to joining IABC 26-29 June in New York for this exceptional event, and I hope you will be a part of it.

Make sure that you secure your [registration](https://wc.iabc.com/attend/conference-registration) so that we can connect this June.

Sincerely,

[**Your Name**]

**Sample Social Media Posts**

Use these customizable social media posts to share the 2022 IABC World Conference with your personal and professional network. Don’t forget to use #IABC22 and tag IABC when you post!

**Sample One**

[**Insert Company**] is so excited to be featured at #IABC22, happening 26-29 June! Connect with us at the live Exhibit Hall to hear more about [**insert product/service**]. Register here: <https://wc.iabc.com/>

**Sample Two**

Join [**Insert Company**] 26-29 June for #IABC22 to network, learn and explore with dozens of global speakers and thousands of #comms professionals. Register here: <https://wc.iabc.com/>.

**Sample Three**

Communication can drive forward… change. Inspiration. Transformation. We are excited to meet with this important group of #comms pros at #IABC22 in the Exhibit Hall. Register here to join us in New York: <https://wc.iabc.com/>

**Sample Four**

Communications professionals have proven their expertise and necessity to drive businesses forward. #IABC22 will help you grow your professional skills and network, while advancing the #comms profession. Learn more and register to join [**Insert Company**] in New York 26–29 June: <https://wc.iabc.com/>.

**Calendar, Newsletter and Bulletin Board Event Description**

Use this event description to share via calendar event, newsletter or digital bulletin board.

**2022 IABC World Conference**

The 2022 IABC World Conference is back in-person. For the first time in three years, we will join together for learning and networking, this time in New York City! We want to highlight the many feats of communication, from inspiring others to leading change. Join us 26–29 June.

With dozens of global speakers covering today’s pressing topics, you can expect a diverse education experience from experts who are second to none in their field.

Plus, while enhancing your communications skillset, you can also develop professionally by networking and forming connections with other attendees and companies.

Learn more and register today at <https://wc.iabc.com/>.

**Email Signature**

Add the below copy and graphic to your email signature to help spread the word of the conference. Don’t forget to hyperlink the image.

*Join [****Insert Company****]* *at the* [*2022 IABC World Conference*](https://wc.iabc.com/)*, happening in New York City, 26-29 June!*



**Event Graphics**

Save the below graphics to help promote the conference in emails or on social media.

**SOCIAL:**



**EMAIL:**

