EXHIBITOR PROMOTION TOOL KIT

Help spread the word that you will be exhibiting at IMS2023! Research has shown that exhibitors who market their presence at shows to their customers and prospects have more favorable experiences and acquire more leads.

Take advantage of these free marketing tools to influence your peers, customers, and social media followers. Invite them to join you along with thousands of RF and microwave professionals in-person in San Diego this June.

**Event Listing**  
IMS2023  
11-16 June 2023  
San Diego Convention Center  
San Diego, CA

IMS2023 website: <https://ims-ieee.org/> and be sure to include #IMS2023

Is someone from your company speaking during the technical program at IMS? Be sure to check out our [Speaker Promotion Toolkit](https://ims-ieee.org/node/402).

IMS Show Management is here to help you succeed. If you would like to customize any of the banners with your booth number or logo, please send an email to [exhibits@horizonhouse.com](mailto:exhibits@horizonhouse.com) and we will be happy to assist you.

Exhibitor Promotion Tool Kit

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## Social Media Images

Share these social media badges and banners on your LinkedIn, Facebook, Instagram, and Twitter posts! Right-click and "Save Target as..." or "Save Image as..." to download.

|  |  |
| --- | --- |
| **Mention IMS2023 on socials!** | |
| Facebook | [@IEEE.MTTS.IMS](https://www.facebook.com/IEEE.MTTS.IMS) |
| Instagram | [@mtt\_ims](https://www.instagram.com/mtt_ims/) |
| LinkedIn | [@ieee-mtt-s-international-microwave-symposium-ims](https://www.linkedin.com/company/ieee-mtt-s-international-microwave-symposium-ims/) |
| Twitter | [@MTT\_IMS](https://twitter.com/MTT_IMS) |
| YouTube | @[mttims](https://www.youtube.com/user/mttims) |

### Social Media Square Posts (1080x1080)

A picture containing calendar

Description automatically generatedA picture containing text

Description automatically generated

A person and person wearing sunglasses

Description automatically generated with medium confidence

### Social Media Vertical Posts (1080x1920)

**A person and person wearing sunglasses

Description automatically generated with low confidenceA picture containing text, sign

Description automatically generated**

### Social Media Horizontal Posts (1600x900)

Text

Description automatically generatedA picture containing text

Description automatically generated

A picture containing text, spectacles, sunglasses, vector graphics

Description automatically generated

## Email Signature (320x100)

Your e-mail signature is another subtle way to promote your presence at IMS2023. Right-click and "Save Target as..." or "Save Image as..." to download, then link the banner to [https://ims-ieee.org](https://ims-ieee.org/).

Text

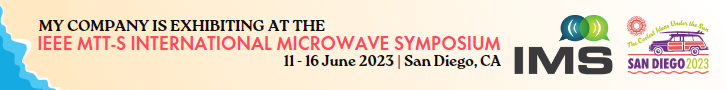
Description automatically generated with medium confidenceA screenshot of a video game

Description automatically generated with medium confidenceText

Description automatically generated

## Banner Ads (728x90)

Include a banner ad on your website and in customer newsletters. Right-click and "Save Target as..." or "Save Image as..." to download then link the banner to [https://ims-ieee.org](https://ims-ieee.org/).



## Show Logos

The IMS logo and IMS2023 San Diego graphic element are popular options to promote your participation at the event. Right-click and "Save Target as..." or "Save Image as..." to download then link the banner to [https://ims-ieee.org](https://ims-ieee.org/).

## Sample Posts and Tweets

Not sure what to say on social media? Want to let your customers know you'll be there? Let us help get you started

* I'm exhibiting at #IMS2023! Check out what's going on <https://ims-ieee.org/>
* Who's ready for IMS in San Diego? I'm excited to be exhibiting at #IMS2023. <https://ims-ieee.org/>
* We at (insert company name) can’t wait to connect with the RF and microwave community at #IMS2023 <https://ims-ieee.org/>

## Newsletter Blurb

Join us this June at the San Diego Convention Center as we come together in sunny southern California for the world’s premier RF and microwave industry conference and exhibition. This will be a great chance to re-establish connections and make new ones live and in person. With top-notch technical sessions, as well as hundreds of exhibitors to network with, you will want to mark your calendars and come explore the “Coolest Ideas Under the Sun” ***[insert company name]*** will be exhibiting in booth ***[insert booth #].*** We hope you can join us!