

# 2021 EXHIBITOR SOCIAL MEDIA PROMOTION

All exhibitors are encouraged to promote their **2021 ASCRS Annual Meeting** attendance and booth information in advance of and throughout the meeting. All posts using the hashtags **#ASCRS2021** and/or **#ASOA2021** will be displayed for attendees to view.

## Promotional tools available to showcase exhibitor engagement as outlined below:

- Exhibitors may use a “We’re Exhibiting” image on **Facebook, Twitter, LinkedIn, Instagram** and in email signatures. Exhibitors may also place the image on their website.
- Contact **Jamie Barbera (jbarbera@ascrs.org)** to provide booth number and request the customized image.
- Make sure all posts use the meeting hashtag **#ASCRS2021** and/or **#ASOA2021**.
- Publish the post and repeat as desired.

## Examples



**Exhibitors are encouraged to leverage social media throughout the meeting as desired, provided posts comply with the guidelines below:**

- Do not amend or alter the “We’re Exhibiting” image.
- Do not use the image in a way that **suggests or implies partnership, sponsorship or endorsement** by ASCRS or ASOA.

## Keep in mind these guidelines when posting about the Annual Meeting:

- **Non-flash photography** is allowed for personal, social or non-commercial use.
- Please **respect attendees and presenters** who state they do not want their slides and/or content shared on social media.
- **Exhibitors taking photos** must do so in a manner that **does not disturb the presenter or other attendees**.
- Sharing slides that feature **patient faces or other identifiable information** is prohibited.
- **Video recording, live audio and/or video streaming** is **strictly prohibited**. Failure to comply with this policy may result in being removed from the session and/or meeting.

**To facilitate exhibitor engagement, ASCRS ASOA has provided a couple of suggested examples:**

- 1 “Meet us in San Francisco at **#ASCRS2021**. We are showcasing (enter description here).”
- 2 “Meet us in San Francisco at **#ASOA2021**. We are showcasing (enter description here).”

**THANK YOU FOR YOUR SUPPORT!**