

IHI Forum

World Center Marriott | Orlando, Florida, USA | December 8-11, 2024

Exhibitor Marketing Toolkit

You've taken the first step toward success by joining us at the IHI Forum 2024. Now amplify your presence with these complimentary **pre-show, at-show, and post-show** marketing tools to promote your participation. Maximize your visibility while driving traffic to your booth, expanding selling avenues, and generating leads!

Graphic Banners

Include these graphics in pre-show and at-show digital advertising, promotional literature, email marketing campaigns and invitations, or even your email signature.

Email Invite

Use this **pre-show** template to easily personalize and share an email invitation to all your customers and prospects. Invite them to attend the IHI Forum 2024.

Sample Email Invitation:

Subject: Join us for the IHI Forum 2024!

Hi [first name],

You're cordially invited to join us at the IHI Forum 2024, taking place in Orlando, FL, December 8-11, 2024.

[Company/Organization] is thrilled to be showcasing [solution/products] at our booth [#XXX]. Come by and see for yourself how our transformative offerings can make a lasting impact on the health care quality landscape.

Don't miss out on this unique opportunity! Visit the [IHI Forum 2024 website](#) for more information and make sure to stop by our booth [#XXX] to discover how we can help you achieve your goals.

Looking forward to seeing you there!

Sincerely,
[Your name]

Leaderboard



Medium Rectangle



Mobile



Standard Banner Ad Sizes and Tips

Social Media

Invite your customers and prospects to join you at the IHI Forum 2024 through social media with these graphics for **LinkedIn, Instagram, Facebook** and **Threads**. Be sure to include your booth number and any new products or services you'll be featuring at the event. And don't forget to tag #IHIForum in all your posts!

Sample Social Posts:

Pre-show 1 –

Countdown to the IHI Forum 2024! We're gearing up this year's conference taking place in Orlando, December 8-11. Get ready to connect with us at the event, booth [#XXX] and discover what we have in store.

Follow us on social media for exclusive sneak peeks and updates, and don't forget to use the hashtag #IHIForum when posting about the event!

Pre-show 2 –

Get ready for IHI Forum 2024! We're thrilled to announce our participation at the conference that's home to quality improvement in health care. Join us at booth [#XXX] to discover firsthand our transformative products and solutions, December 8-11 in Orlando. Don't miss out on this opportunity to explore what's next for the health care quality landscape.

Stay in the loop! Follow us on social media for exclusive updates and insights. And when you share your experience, don't forget to use the hashtag #IHIForum in your post!

At Show –

We're excited to announce our participation at the IHI Forum in Orlando, FL, December 8-11, 2024. Swing by booth [#XXX] to take part in the action and discover our latest products and solutions.

Don't miss out! Follow us on social media and check back regularly for live updates. Remember to use the hashtag #IHIForum when posting about the event!

Post Show –

We're riding the waves of gratitude! A heartfelt THANK YOU to everyone who connected with us in Orlando at the IHI Forum 2024. We're deeply grateful for the opportunity to network, inspire, and collaborate with such amazing individuals. From engaging conversations to shared insights, your enthusiasm and support made our experience unforgettable.

Let's keep the momentum going! Follow us on social. [#companyhashtag]

Social Media

