



EXHIBITOR MARKETING TOOLKIT

Thank you for being an exhibitor at the first-ever [World Microbe Forum \(WMF\)](#)! This groundbreaking event is shaping up to be one of the biggest events in the microbial sciences of the year, and we're glad you are participating.

This Exhibitor Marketing Toolkit is intended to help you promote your participation in World Microbe Forum – motivating your professional connections to attend the meeting and engaging potential attendees pre- and post-meeting with your presence. It allows you to announce your involvement to your network in a simple and branded way.

Promote the details of your involvement in these ways:

- Invite current clients and connections via a personalized email
- Share on your social media platforms with professional connections
- Use downloadable graphics!
- Add a temporary email signature graphic

Questions about how to use this toolkit?

Contact Marissa Brown, Exhibits Operation Specialist at mbrown@asmusa.org.

WORLD MICROBE FORUM DETAILS

Hashtag to use: #WorldMicrobeForum

Accounts to tag:

Facebook

- @American Society for Microbiology
- @FEMS – Federation of European Microbiological Societies

Twitter

- @ASMMicrobiology
- @FEMSMicro

Instagram

- @ASMMicrobiology
- @femsmicro

LinkedIn

- @American Society for Microbiology
 - @Federation of European Microbiological Societies
-

PERSONALIZED EMAIL MESSAGE

SUBJECT LINE OPTIONS:

1. Join **[INSERT COMPANY NAME]** at World Microbe Forum
2. We're exhibiting at World Microbe Forum – Come check us out!

[INSERT NAME],

At a time when the pandemic is keeping us apart, we're excited to be part of a new meeting [collaboration from ASM, FEMS, and several other scientific societies](#) that is bringing us back together. [World Microbe Forum \(WMF\)](#), taking place online 20-24 June 2021, recognizes that microbial sciences, just like microbes, know no borders.

We will be participating in the virtual Exhibit Hall, and invite you to stop by our booth to learn more about **[INSERT PRODUCT, OFFERING, SERVICE, ETC.]**

From new infectious pathogens like SARS-CoV-2, to antimicrobial resistance and the role of microbes in climate change, to agriculture and food microbiology, and synthetic and applied microbiology – international experts will gather for World Microbe Forum to examine, discuss and envision solutions that science can offer to solve some of the gravest concerns confronting us today.

This groundbreaking event is:

- **Showcasing the latest technological advances** in the microbial sciences in the virtual Exhibit Hall, featuring companies like us!
- **Breaking barriers to sharing science** through [low registration rates](#) – no travel fees or visas required!
- **Providing new and emerging science** with [more than 500 cutting-edge scientific sessions](#).
- **Uniting the global microbial science community** like never before in a dynamic, online format that features easy-to-use video, chat and text functionality.

We encourage you to join us for this unique meeting. Registration opens April 21, 2021. Visit **[INSERT WEBSITE OR LANDING PAGE]** to learn more about what we have in store.

We hope to 'see you' online in June!

SOCIAL MEDIA POSTS

Sample Facebook and LinkedIn Posts:

Post 1:

We're so excited to be participating in World Microbe Forum, an all-new collaboration between **@American Society for Microbiology**, **@FEMS – Federation of European Microbiological Societies** and several other scientific societies! This groundbreaking, online event is shattering barriers to sharing science, and will address the most pressing challenges facing humankind today. Stop by our virtual booth, 20-24 June 2021 to get an inside look at **[INSERT PRODUCT, OFFERING, SERVICE, ETC.]**! <https://worldmicrobeforum.org/index.php/exhibit-and-sponsor/participating-exhibitors-sponsors>

Post 2:

World Microbe is an all-new, groundbreaking event created by **@American Society for Microbiology** and **@FEMS – Federation of European Microbiological Societies**, in collaboration with several other societies, and we're excited to announce that we'll be participating! Join us online 20-24 June 2021 to hear the latest science in the field. Plus, stop by our booth in the virtual exhibit to learn about our **[INSERT PRODUCT, OFFERING, SERVICE, ETC.]** We can't wait to 'see you' online! <https://worldmicrobeforum.org/index.php/exhibit-and-sponsor/participating-exhibitors-sponsors>

Sample Twitter Posts:

Post 1:

We're so excited to be part of the **@ASMicrobiology** and **@FEMS Micro** new online meeting in collaboration with several other scientific societies! Join us at **#WorldMicrobeForum**, and stop by our booth to hear about our **[INSERT PRODUCT, OFFERING, SERVICE, ETC.]**. <https://worldmicrobeforum.org/index.php/exhibit-and-sponsor/participating-exhibitors-sponsors>

Post 2:

[INSERT COMPANY NAME] is exhibiting at **#WorldMicrobeForum** & we're so excited to be part of this groundbreaking event! WMF is shattering barriers to sharing science & addressing the most pressing challenges facing us today. Mark your calendar to join us! <https://worldmicrobeforum.org/index.php/exhibit-and-sponsor/participating-exhibitors-sponsors>

DOWNLOADABLE GRAPHICS

1. Exhibitor Badge Email Signature Graphic
2. 'We're Exhibiting' Image – Facebook
3. 'We're Exhibiting' Image – Twitter
4. 'We're Exhibiting' Image – Instagram Stories
5. 'We're Exhibiting' Image – Instagram Feed
6. Exhibitor Badge – Twitter
7. Exhibitor Badge – Instagram Feed
8. Exhibitor Badge – Instagram Stories
9. Exhibitor Badge – Facebook



We're Exhibiting



WORLD MICROBE FORUM

20-24 JUNE 2021 | ONLINE WORLDWIDE

An ASM & FEMS Collaboration

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