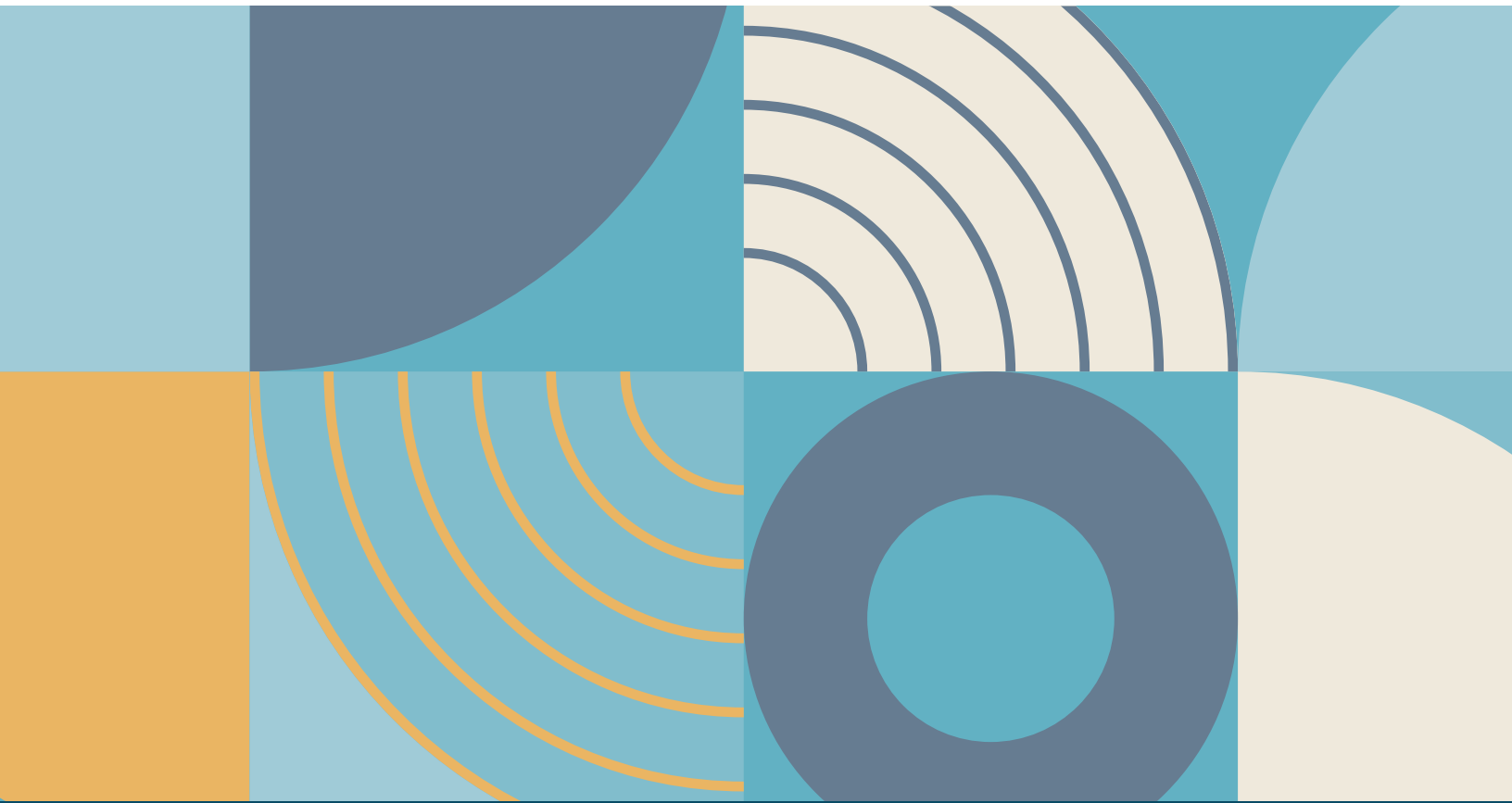


SPONSORING-SPEAKING

# Marketing Toolkit and Brand Usage Guidelines



## 2024 Consumer Experience & Digital Health Forum

SEP 24–26, NASHVILLE, TN

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# The AHIP Brand

Thank you for being part of AHIP's Consumer Experience & Digital Health Forum. To help you share information about the conference, we've put together this guide to make it as easy as possible for you to promote your participation.

You'll find graphics, copy, and guidance on how you may customize the materials. We appreciate you helping to maintain the conference and AHIP brand. If you have any questions about the information in this toolkit, please contact AHIP Exhibit Operations at [exhibitops@ahip.org](mailto:exhibitops@ahip.org).

## AHIP Logo Usage

**Do not** use the AHIP logo separate from the graphics we have provided to you.



# General Copy Guidelines

Below you'll find helpful copy guidelines for social media, online, and print materials.

## Conference Name

### Acceptable uses:

- AHIP's Consumer Experience & Digital Health Forum
- AHIP's 2024 Consumer Experience & Digital Health Forum
- AHIP's Consumer/Digital Forum
- AHIP's Consumer/Digital Health Forum
- AHIP's 2024 Consumer/Digital Forum
- AHIP's 2024 Consumer/Digital Health Forum
- AHIP's CX/Digital Forum
- AHIP's CX/Digital Health Forum
- AHIP's 2024 CX/Digital Forum
- AHIP's 2024 CX/Digital Health Forum

### Do not use general terms:

- AHIP 2024 (this is the name of AHIP's June conference only)
- AHIP's Fall conference
- AHIP's September conference
- The AHIP Meeting
- The AHIP Conference
- AHIP's Conference

## Conference Description

AHIP's Consumer Experience & Digital Health Forum is focused on transforming consumer connections through digital health. You'll join hundreds sharing tech tools, solutions, and fresh thinking that are accelerating the advancements in digital health.



# Social Media Guidelines and Sample Copy

**LinkedIn®, Facebook, and X are great ways promote your participation at AHIP's conferences. Help us spread the word by sharing the content below.**

## Hashtag, URL and Sample Posts

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For any conference-related social media posts, please use the associated hashtag **#AHIPDigital**. This will help us identify your message and retweet it through AHIP's social accounts, so our followers get the chance to see your message.

The event webpage can be found at [www.AHIP.org/CDF-2024](http://www.AHIP.org/CDF-2024)

Below are a few sample social posts to help your communications team get started. Please feel free to customize these examples for your own use.

### Sponsor Posts:

- Let's connect at AHIP's Consumer Experience & Digital Health Forum. Join us for a networking meet-up at our booth [Booth Number] and get to know fellow industry enthusiasts. Don't miss it! #AHIPDigital
- We're excited to join @AHIP at the 2024 Consumer Experience & Digital Health Forum in Nashville. We'd love to see you there — find us in the exhibit hall! #AHIPDigital
- Our [Company Name] experts are taking the stage at #AHIPDigital. Join us for an insightful discussion on [Topic] with our very own [Speaker Name]. Mark your calendar!
- Exciting news! We're thrilled to announce that [Company Name] will be a proud exhibitor at #AHIPDigital September 24-26 in Nashville. Join us at booth [Booth Number] in the exhibit hall and discover how we're shaping the future of [Industry/Topic].

### Speaker Posts:

- Don't miss my session at AHIP's Consumer Experience & Digital Health Forum. I'll be sharing insights on [topic] along with other industry experts. Let's connect and learn together. [www.AHIP.org/CDF-2024](http://www.AHIP.org/CDF-2024)
- I'm thrilled to be a speaker at #AHIPDigital on [topic]. Join me for an engaging discussion on [session topic]. Save the date: September 24-26, 2024, Location: Nashville, TN. Register now: [www.AHIP.org/CDF-2024](http://www.AHIP.org/CDF-2024)
- I'm headed to #AHIPDigital with hundreds of other health care professionals for an exciting discussion on [topic]. Can't wait to connect and learn with you. [www.AHIP.org/CDF-2024](http://www.AHIP.org/CDF-2024)
- Thrilled to be a featured speaker at AHIP's Consumer Experience & Digital Health Forum. I'll be diving into [topic] and sharing my expertise. Join me September 24-26, 2024 in Nashville for an engaging session. Register here: [www.AHIP.org/CDF-2024](http://www.AHIP.org/CDF-2024)

## AHIP Education LinkedIn® Group

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Posting to the AHIP Education LinkedIn® group is another great way to help start conversations (e.g., As I plan my presentation on [topic] for AHIP.org/CDF-2024, what three things keep you up at night?).

# Social Media Guidelines and Sample Copy

## Other Resources

- **Assets:** We regularly highlight interesting content by our speakers and their organizations — infographics, articles, blog posts, videos — if you have any assets that are relevant to the issues you may address, please let us know and we can help promote them.
- **Media:** Are there any notable media appearances or quotes we can use in promoting you?
- **Testimonial:** Would you be interested in recording a short video about what you'd like people to take away from your session, or why you're excited about the event, which we would promote across our social channels?
- **Blurbs:** Outside of social media, request that your company newsletters or emails, as well as internal channels, include a small write-up about the event and your session.



# Social Media Graphics

AHIP has provided customizable social media graphics in three sizes: 1080 x 1080, 1080 x 1920, and 1200 x 628. These graphics are for digital use only, and are high resolution. See the dashed box\* for the area to insert your custom information. For best readability, use minimal content. You'll also find social media copy guidelines and suggestions.

Click here to download all of the graphics files shown in this toolkit.

[DOWNLOAD FILES](#) 

## 1080 x 1080 – We're Sponsoring – Attend Our Session



## 1080 x 1080 – I'm Speaking



\*Note: The dashed boxes are not actually on the supplied artwork.

# Social Media Graphics

**1080 x 1920 – We’re Sponsoring – Attend Our Session**

**For this size please leave 250 pixels at top free from text, logos, or other key creative elements to avoid covering them with the profile icon or call-to-action. Do not add any content into the blue area at bottom.**

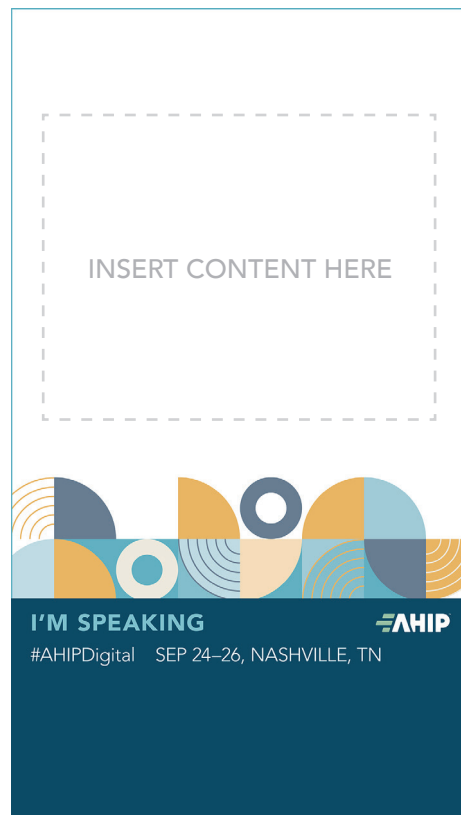
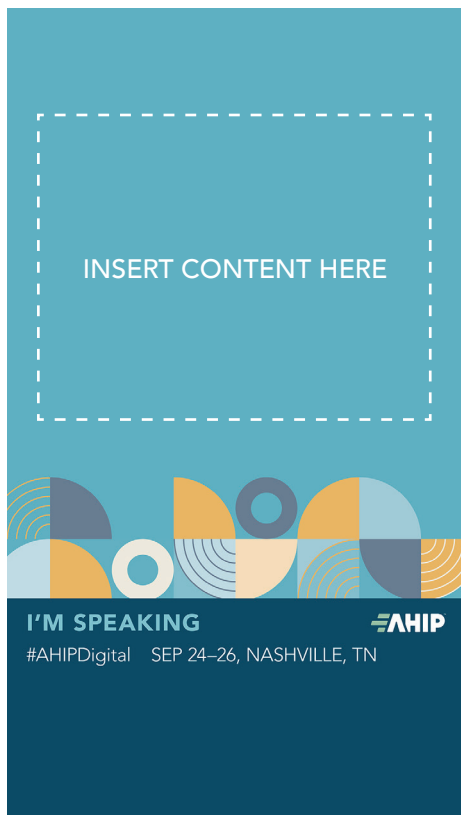




# Social Media Graphics

## 1080 x 1920 – I’m Speaking

For this size please leave 250 pixels at top free from text, logos, or other key creative elements to avoid covering them with the profile icon or call-to-action. Do not add any content into the blue area at bottom.



# Social Media Graphics

1200 x 628 – We’re Sponsoring – Attend Our Session



# Social Media Graphics

## 1200 x 628 – I'm Speaking



# Print Graphics

AHIP has provided two sizes of print-ready high resolution conference graphics for your design team to add to your organization’s mailers or other printed promotional materials. These are supplied as vector eps files and jpegs in cmyk color mode. Please refer to the suggested usage as follows. Do not alter our artwork or take any elements out of the eps files for separate use.

## Horizontal Print Banner

This banner is supplied at 8.5” x 1.25”. Please do not reproduce any smaller than 65%. Shown below at 100% size on an example 9” x 6” mailer, and at 65% on an example 6” x 4.25” mailer. The banner has a white outline to separate it from a solid color background. The grey background shown is for illustration purposes only. Use your organization’s brand design.

9” x 6” Mailer, graphic at 100%



6” x 4.25” Mailer, graphic at 65%



# Print Graphics

## Square Print Banner

**This banner is supplied at 2.5” x 2.5”. Please do not reproduce any smaller than 75%. Shown below at 100% size on an example 9” x 6” mailer, and at 75% on an example 6” x 4.25” mailer.**

**The banner has a white outline to separate it from a solid color background. The grey background shown is for illustration purposes only. Use your organization’s brand design.**

9” x 6” Mailer, graphic at 100%



6” x 4.25” Mailer, graphic at 75%



# Exclusive Member Opportunities

For AHIP Select, Affiliate Organization, and Associate Affiliate Organization Members

## Reinforce Your Partnership With AHIP When You Promote Your Membership.

Contact AHIP Affiliate Membership [affiliates@ahip.org](mailto:affiliates@ahip.org) for more information, including artwork that may be placed in:

- **Conference marketing**, in addition to the conference branding materials
- **Webinar marketing**, in addition to the webinar branding materials
- **Website pages**
- **Email signatures**
- **Conference booths or signage**
- **Social media**
- **And More**

## Thank You for Partnering With Us.

If you have any questions about the information in this toolkit, please contact AHIP Exhibit Operations at [exhibitops@ahip.org](mailto:exhibitops@ahip.org).



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