



# MEDIA TOOLKIT

## SPONSORS & EXHIBITORS



## TABLE OF CONTENTS

---

<b>HOW TO PROMOTE YOUR PARTICIPATION AT #SCDM2019 .....</b>	<b>3</b>
GENERAL: INTRODUCING SCDM.....	3
50-WORD DESCRIPTION .....	3
100-WORD DESCRIPTION .....	3
<b>SOCIAL MEDIA.....</b>	<b>4</b>
JOIN THE CONVERSATION WITH #SCDM2019 .....	4
LINKEDIN .....	4
FACEBOOK .....	5
TWITTER .....	5
<b>#SCDM2019 LOGO (PNG FORMAT).....</b>	<b>5</b>
<b>BANNERS .....</b>	<b>6</b>
<b>SIGNATURE BLOCK.....</b>	<b>7</b>
<b>POWERPOINT PRESENTATION TEMPLATE.....</b>	<b>7</b>

## HOW TO PROMOTE YOUR PARTICIPATION AT #SCDM2019

---

### GENERAL: INTRODUCING SCDM

These paragraphs are particularly useful when communicating with individuals who have not yet heard about SCDM. A useful introduction to the conference and the SCDM society as a whole.

#### 50-WORD DESCRIPTION

*Inspire. Interact. Innovate.*

The SCDM Annual Conference is the world's largest Clinical Data Management Conference.

This September 29 - October 2, **inspired** professionals from the healthcare sector will gather together in Baltimore in a highly **interactive** environment to discuss the most **innovative** solutions and practices in the CDM industry, advancing our community's global ambitions.

#### 100-WORD DESCRIPTION

*Inspire. Interact. Innovate.*

The SCDM Annual Conference is the world's largest Clinical Data Management Conference, offering participants unrivalled opportunities to get **inspired** by cutting-edge CDM solutions and best practices. From September 29 - October 2, in Baltimore, Maryland, SCDM 2019 Annual Conference's aim is to create an **interactive** environment to share our passion for CDM with all participants by bringing a new perspective to their careers.

With the most **innovative** program to date, exclusive speakers, dynamic sessions and numerous networking events, the SCDM 2019 Annual Conference is a unique forum for the healthcare industry.

The conference's objective is to motivate the healthcare sector, expanding our community's goals worldwide.

## SOCIAL MEDIA

---

Use social media to build excitement and encourage attendance to the event. Simply adapt the suggestions below or create your own.

### JOIN THE CONVERSATION WITH #SCDM2019

The event will be using the hashtag **#SCDM2019** on all social media outlets to allow attendees and fans to follow, join and stay engaged in the conversation.

By clicking on the hashtag from one of the tweets, posts or pictures, it will bring you to all the posts using **#SCDM2019** on the specific social media network you are using – showing the volume of discussion, updates and all the great conversations and events happening around you.

### LINKEDIN

#### Post a note on your profile

We will be **exhibiting / sponsoring** at the SCDM 2019 Annual Conference in Baltimore this September 29 – October 2. Visit our booth #\_\_\_\_\_ and discover more about [insert a message]. #SCDM2019

You can learn more at [www.scdm2019.org](http://www.scdm2019.org)

#### Start a discussion in your groups

We will be **exhibiting / sponsoring** at the SCDM 2019 Annual Conference, in Baltimore on September 29 – October 2. Visit our booth to learn about the latest [insert title, or shorter description]. We hope to see you there! #SCDM2019 [www.scdm2019.org](http://www.scdm2019.org)

#### Query interest or ask for input in related LinkedIn groups

During the SCDM 2019 Annual Conference, we will be sponsoring / exhibiting at booth number [insert number here]. What would you like to learn about from [insert company name here]? Share your interest in the comments section below. #SCDM2019

[www.scdm2019.org](http://www.scdm2019.org)

## FACEBOOK

*[Insert company name] will be **sponsoring / exhibiting at** the SCDM 2019 Annual Conference, a must-attend event for healthcare leaders. September 29 – October 2, 2019. Learn more at [www.scdm2019.org](http://www.scdm2019.org)*

## TWITTER

*[insert company name] is excited to be **sponsoring / exhibiting at** #SCDM2019! @SCDM\_DataDriven [www.scdm2019.org](http://www.scdm2019.org)*

*Interested in learning more about [insert company name]? Visit our #SCDM2019 booth in September-October in Baltimore.*

*@SCDM\_DataDriven [www.scdm2019.org](http://www.scdm2019.org)*

## #SCDM2019 LOGO

---

Download the official logo [here](#).



## BANNERS

---

Use these to accompany your social media posts online. A picture says a thousand words: by adding a visual element to your post, you will gain a far higher number of likes and comments!

Download Squared Banner [here](#).



Download Rectangular Banner [here](#).





ANNUAL CONFERENCE  
SEPTEMBER 29 - OCTOBER 2 | BALTIMORE

## SIGNATURE

---

Please include this at the end of your professional and/ or personal signature block, to sign off your emails. Your colleagues, clients and wider network will be encouraged to learn more about your thought leadership at SCDM. Download [here](#).

*I am attending the SCDM 2019 Annual Conference. Join us by registering [here](#)!*

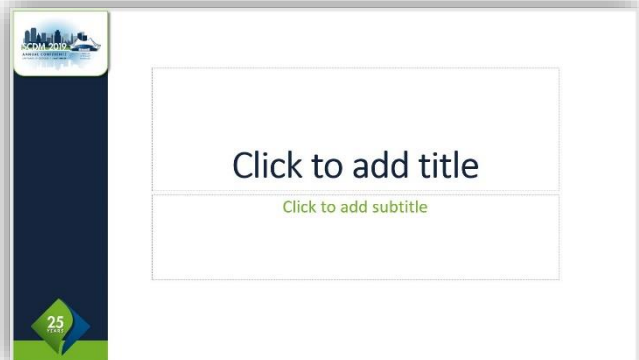


Make sure you link the signature banner to our [website](#)!

## POWERPOINT PRESENTATION TEMPLATE

---

All SCDM Annual Conference presentations should adopt this presentation design (where possible). Download [here](#).



If you require further assistance or additional artwork/ visuals, please contact us at [AnnualConference@scdm.org](mailto:AnnualConference@scdm.org) and we would be more than happy to support you in spreading the word!