



IAQA 2021

**GLOBAL
VIRTUAL**
ANNUAL MEETING & EXPO

**FEBRUARY
15-18, 2021**

INNOVATION

INSIGHTS

IDEAS

#IAQA2021

**Social
Media
Toolkit for
SPONSORS**

Dear Sponsors,

In this toolkit, we hope you'll find everything you need to create excitement about your involvement with IAQA's 2021 GLOBAL VIRTUAL Annual Meeting & Expo.

Included are examples of social media posts with grab-and-go messages, social media graphics, and even an email message you can use and share with your network to promote your company as a Sponsor of IAQA's 2021 GLOBAL VIRTUAL Annual Meeting & Expo.

EVENT FAQs

Event Dates

February 15-18, 2021

Location

Virtual

The IAQA 2021 GLOBAL VIRTUAL Annual Meeting & Expo is the **only multi-disciplinary event** dedicated to bringing together contractors, consultants, and other business professionals across the **entire spectrum of the indoor air quality industry** to share their **insights, ideas, and innovations**.

Meeting sessions will include a blend of **live broadcast and on-demand** programming with multiple attendee interaction options creating a novel way to connect remotely with fellow attendees, speakers, and sponsors. The format will allow participants to attend more sessions than they would be able to in person while still being able to meet with the sponsors!

The program includes an outstanding lineup of **30+ educational sessions** covering diverse and timely topics.



Brag Badges

<https://annualmeeting.iaqa.org/brag-badges>



Registration

annualmeeting.iaqa.org/registration



Program

annualmeeting.iaqa.org/technical-program



Sponsor List

<https://annualmeeting.iaqa.org/sponsors-list>

LIKE AND FOLLOW IAQA SOCIAL MEDIA CHANNELS



facebook.com/IAQAupdates/



twitter.com/IAQAssociation



linkedin.com/company/iaqa-indoor-air-quality-association

Stay on top of the latest updates, gather content ideas or share our posts directly on your own channels!



GLOBAL
VIRTUAL
ANNUAL MEETING & EXPO

Official Hashtag



FEBRUARY 15-18, 2021



Use the official
IAQA 2021 GLOBAL VIRTUAL
Annual Meeting & Expo hashtag!

IAQA2021

Use this brag badge to promote your involvement with IAQA's 2021 Global Virtual Annual Meeting & Expo



USES

1. Include in your email signature
2. Use in social media posts on Facebook, Twitter, Instagram and LinkedIn
3. Add to your website and link to IAQA's Annual Meeting page: annualmeeting.iaqa.org

Get the image: <https://annualmeeting.iaqa.org/brag-badges>



GLOBAL
VIRTUAL
ANNUAL MEETING & EXPO

Promotional Video



FEBRUARY 15-18, 2021



COMING

SOON!



GLOBAL
VIRTUAL
ANNUAL MEETING & EXPO

Promotional Video



FEBRUARY 15-18, 2021



Boost attendance at your session(s) by sharing a video sneak peek! Give your audience a taste of why you're speaking and how your topic can help them grow personally and professionally—plus, it's a chance to let your engaging personality shine through!

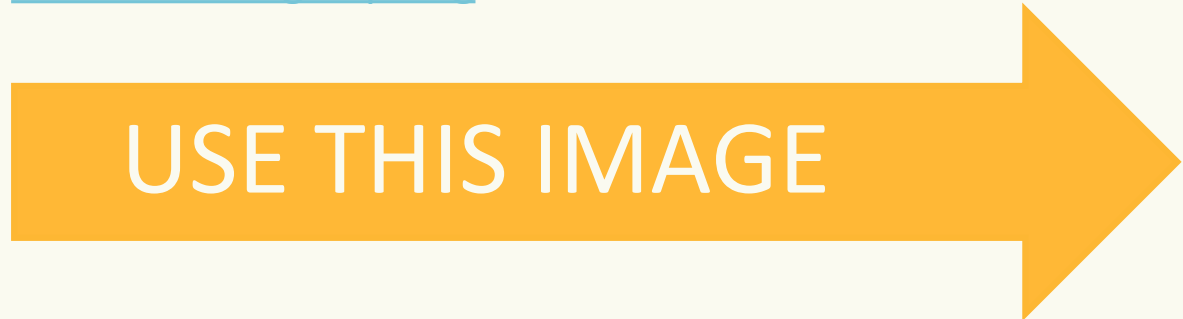
Send your videos to IAQA's Social Media Manager, Kristy Mahon, at kmahon@ahint.com to have your message shared on social media!

Post text:

We're excited to announce that [insert company name] is a [insert sponsor level – i.e. PLATINUM, GOLD, FRIEND] sponsor at @IAQAUupdates 2021 Global Virtual Annual Meeting & Expo! The virtual meeting will be held over 4 half-days from February 15-18. Learn more and be sure to make plans to visit us in the Sponsor Gallery: annualmeeting.iaqa.org #IAQA2021

Link to include:

annualmeeting.iaqa.org



Get the image: <https://annualmeeting.iaqa.org/brag-badges>

Post text:

[Insert company name] is proud to announce that we'll be joining @IAQAupdates Global Virtual Annual Meeting & Expo as a [insert sponsor level – i.e. PLATINUM, GOLD, FRIEND] sponsor! You won't want to miss your opportunity to experience the only multi-disciplinary event dedicated to the entire spectrum of the indoor air quality industry. Get the details: <https://bit.ly/2KjIF4y> #IAQA2021

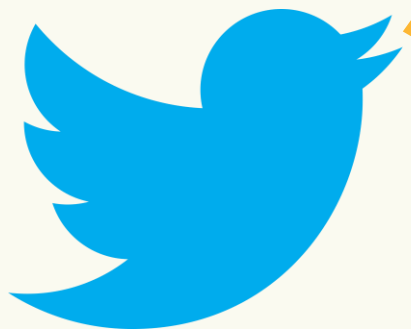
Link to include:

annualmeeting.iaqa.org



Get the image: <https://annualmeeting.iaqa.org/brag-badges>

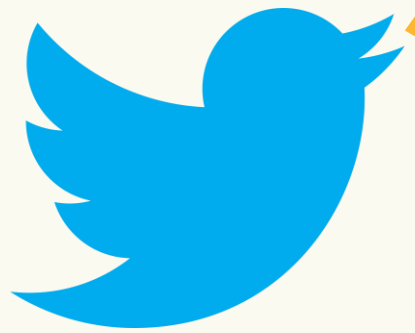
Twitter – Sample Tweet #1



[Insert company name or Twitter handle] is proud to announce that we'll be joining #IAQA2021 Global Virtual Annual Meeting & Expo as a [insert sponsor level – i.e. PLATINUM, GOLD, FRIEND] sponsor! Get the details: <https://bit.ly/2KjIF4y> [@IAQAssociation](https://twitter.com/IAQAssociation)

Twitter – Sample Tweet #2

[Insert company name or Twitter handle] will be at #IAQA2021 as a [insert sponsor level – i.e. PLATINUM, GOLD, FRIEND] sponsor! Register now at <https://bit.ly/2KjIF4y> and make plans to visit us in the Sponsor Gallery!



LinkedIn – Sample Post/Message

We are excited to announce [insert company name] will be a [insert sponsor level – i.e. PLATINUM, GOLD, FRIEND] at IAQA’s 2021 Global Virtual Annual Meeting & Expo! Make plans to join us from February 15-18 at the only industry event dedicated to bringing together contractors, consultants and other IAQ professionals from the entire spectrum of the Indoor Air Quality Industry to share insights, ideas, and innovations.

Don’t forget to log in to the Sponsor Gallery and click over to our page [insert page URL] to chat with us and check out [insert what attendees will find/learn about your company/products]. We can’t wait to “see” you there!

Learn more about the event and register at <http://annualmeeting.iaqa.org/registration>.



Email - Sample Message

Hello _____,

[Insert a personal greeting or comment, as appropriate]. As you may know, [insert company name] is a [insert sponsor level - i.e. PLATINUM, GOLD, FRIEND] sponsor at IAQA’s 2021 GLOBAL VIRTUAL Annual Meeting & Expo, being held February 15-18, 2021.

IAQA’s 2021 GLOBAL VIRTUAL Annual Meeting & Expo is the only multi-disciplinary event dedicated to bringing together contractors, consultants and other professionals from across the entire spectrum of the indoor air quality industry to share their insights, ideas and innovations.

As a [insert sponsor level here – i.e. PLATINUM, GOLD, FRIEND] sponsor, we are excited to offer [insert what attendees will find/learn about your company/products] on our Sponsor Gallery page [insert page URL].

For more information about IAQA’s 2021 GLOBAL VIRTUAL Annual Meeting & Expo, visit annualmeeting.iaqa.org.

We hope you can join us and look forward to “seeing” you there!

Best,

Sample Email Signature

Your Name
Your Company Information



Get the image: <https://annualmeeting.iaqa.org/brag-badges>



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**THANK
YOU**