

9TH IOC

NEWS-SHARING

EXHIBITORS' TOOLKIT

BY HILLYARD MACDONALD

supporting 9thIOC with social media marketing
hello@hillyardmacdonald.co.uk

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WELCOME

Thank you for supporting the 9th IOC!

October 4-6, 2020

It is the biggest event in the orthodontics calendar this autumn. You may have seen notices appearing on social media and the organisers' website. Indeed, presenters, as well as national orthodontic societies, are joining us in spreading the word and promoting the congress.

As one of the exhibitors, you may have been thinking about mentioning it yourself. There's a lot of information out there, so to save you having to collate it all, here's a handy toolkit.

How to use this guide:

- **Inspiration**

Edit it and change it into a style of your business

- **Knowledge base**

Save it on your desktop as a go-to guide to IOC links and dates

- **Ready to post**

Use it as a ready-to-use content: copy-paste-post

If you have any questions, we are here to support you.

Neil Hillyard

Director

Hillyard MacDonald

Supporting 9th IOC with Social Media Marketing



02 EMAIL

EMAIL / NEWSLETTER

Edit the text below, or use it as-is.

Visit our virtual exhibition

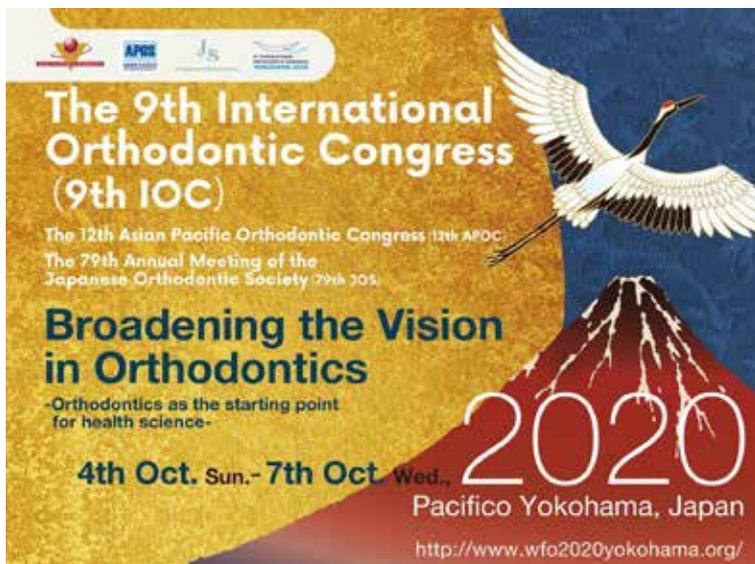
This October we are taking part in the 9th International Orthodontic Congress (9th IOC).

It is one of the more significant events in our calendar, and this conference is going to be the biggest of its kind. For the first time, it is entirely virtual – and that includes our exhibition space. What does this mean for you? You will be able to see us without the disruption of the crowd, at a moment that suits you, viewing and reviewing our products and

services at your leisure. All the lectures are going to premiere between 4th and 6th October, and they are going to be made available on-demand for almost a month after. So you can pop in and visit our digital exhibition between expert presentations, or after. Registration is now open (have your membership number to hand) [\[link\]](#) so we hope to see you there.

Yours sincerely,
Name & Title

P.S. Spread the word! Use #9thIOC on your social channels. Thank you!



SHORTCUT

Full registration address:
wfo2020yokohama.org

For images, go to:
wfo2020yokohama.org/contents/toolkit.html

Remember to link the words [\[link\]](#) with the destination address above!

03 FACEBOOK

FACEBOOK POSTS

Edit the text below, or use it as-is.

Post 1

9th IOC is going ahead this October in a new format: it's all online. This includes our exhibition stand. Visit us at a click, from the comfort of your home office, in your time zone. No travel and all the knowledge. Find out more wfo2020yokohama.org

Post 2

Stay up to date with the latest industry news and events: @wfo2020 is bringing you the information that matters, including details about the upcoming #9thIOC. We'll be there, too! Join us.

Post 3

We are exhibiting at the #9thIOC. It's a fully digital experience. Join us to visit our virtual display this October, and get the latest industry news. Registration is now open: wfo2020yokohama.org

HASHTAGS TO REMEMBER

#9thIOC

Add your businesses' # as well!

Comment, like & tag interested parties to promote the event.

03 FACEBOOK

FACEBOOK POSTS

Edit the text below, or use it as-is.

Post 4

This October you can visit us at the #9thIOC. Just click a button, and you're in! No packing, no delays, just the joy of being a part of the biggest orthodontic conference of 2020. Are you joining us?

Post 5

It's been an eventful year so far, to say the least. But even the pandemic is not going to stop us from bringing the latest industry news to you and exhibiting at the best congress and trade shows. In a safe way, of course. We are adhering to the social distancing rules in the most fashionable way, by going fully virtual.

Visit us at the #9thIOC this October. It is the largest orthodontic congress of its kind and with all the content streaming directly to your screen, and available on-demand, we decided this is THE place to be. Join us.

wfo2020yokohama.org

04 TWITTER

HASHTAGS TO REMEMBER

#9thIOC

Add your brand's # as well!

Retweet & comment
to promote the event!

EXAMPLE TWEETS

Edit the text below, or use it as-is.

Tweet 1

Virtual 9th IOC is happening this October. The first of its kind. The biggest. And we'll be there too. Join us. #9thIOC wfo2020yokohama.org

Tweet 2

We are proud to be a part of the #9thIOC, and we look forward to welcoming you to our digital exhibition stand.

Tweet 3

#9thIOC is full of great content and an impressive list of exhibitors, including us! Will you be there? wfo2020yokohama.org

Tweet 4

Visit us at the #9thIOC and learn of the new products and services we have to support your practice. Be at the forefront of the industry! It's all a click away. wfo2020yokohama.org

Tweet 5

One of the biggest events in the orthodontic world is coming to our screens this October. It is great to be a part of the #9thIOC.

Visit our virtual exhibition stand to see what can advance you in your practice. wfo2020yokohama.org



05 RESOURCES

USEFUL INFORMATION

HASHTAGS

#9thIOC

FOLLOW THE CONGRESS ON TWITTER

@wfo2020virtual

STAY UP TO DATE: LIKE & FOLLOW US ON FACEBOOK

@9thIOC

WEBSITES

- **9th IOC**

wfo2020yokohama.org

- **Program**

wfo2020yokohama.org/contents/p_info_program.html

- **Images**

For images, ready to use on your social media channels, go to wfo2020yokohama.org/contents/toolkit

- **World Federation of Orthodontists (WFO)**

wfo.org/meetings/2020-the-9th-international-orthodontic-congress

- **Youtube link to videos**

Hillyard MacDonald

DATES TO REMEMBER

- 9th International Orthodontic Congress Virtual October 4-6, 2020
- Content on demand available from 7th October to 3rd November 2020

**THANK YOU FOR SUPPORTING US
& WE LOOK FORWARD TO WELCOMING YOU TO OUR
VIRTUAL EXHIBITION SPACE AT THE 9THIOC!**

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