

Maximise your visibility

- + Take advantage of expopharm's reach to promote your booth, company, products and your own programme contributions.
- + Invite your customers to visit you at expopharm. Compose an email invitation and use one of the email signature banners for it.
- + Actively promote expopharm on your own website using the available online banners.

Below you will find various free options and tips to reach your target group even more effectively.

Tips for creating your customised email signature banner and social media posts

Editing your signature banner for integration in your email programme

expopharm exhibitor signature

- + You can insert your hall and booth number in the PowerPoint template.
- + To do this, activate the editing function in PowerPoint; when you are done, save the banner as a jpg file.
- + Please note that the font size and font type should not be changed!
- + Insert the banner under your email signature in your email programme and link it to the URL of your company profile on expopharm.eu.

#expopharm – advertisement on your social media channels

- + Use the hashtag #expopharm in all your social media posts and in your shared posts
- + Share posts from the expopharm social media accounts (<https://www.facebook.com/expopharm> and www.instagram.com/expopharm).
- + Write your own post and promote your company profile. Feel free to use one of the expopharm motifs and link to your company profile or to the expopharm website (www.expopharm.eu).
- + You can choose between several customisable social media image templates or final motifs.
- + If you prefer customisable motifs, you can choose between three motifs and customise them as follows:
 - + You can insert your company logo as well as your hall and booth number in the PowerPoint template.
 - + To do this, activate the editing function in PowerPoint; when you are done, save the banner as a jpg file.
 - + Please note that the font size and font type should not be changed!
 - + Add your own text to the motif using the hashtag #expopharm

Online banner for advertisement on your own website

- + Embed the event banners on your own website and link them to www.expopharm.eu or to the URL of your company profile.