

## 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.

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## 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](http://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](http://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](http://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](http://www.expopharm.eu) or to the URL of your company profile.