



Henderson, NV USA May 2-4 The M Resort

IAITAM ACE Marketing Opportunities Guide

Visit www.iaitam.org for full conference details and final due dates

| Suggested Activity | Date | Instructions |
|---|------------------------------|---|
| Submit Logo | Immediately upon signing | Send to conference@iaitam.org |
| Submit Organization Description | Immediately upon signing | Send to conference@iaitam.org |
| Submit Speaker Proposal form | Immediately upon signing | Send proposal to conference@iaitam.org |
| Write an ITAK article | 3 months prior to conference | Submission can be made at ITAK.IAITAM.org |
| Submit Ad for ITAK (Platinum) | 3 months prior to conference | Submission can be made at ITAK.IAITAM.org |
| Social media post | 3 months prior to conference | See Hash Tag list |
| Create a educational pod cast | 3 months prior to conference | Send podcast to conference@iaitam.org and we |
| Social media post | 3 months prior to conference | See Hash Tag list |
| Schedule webinar with IAITAM | 2 months prior to conference | Send 3 dates for recording availability to conference@iaitam.org |
| Invite your best customers | 2 months prior to conference | Contact conference@iaitam.org for your unique customer code |
| Social media post | 2 months prior to conference | See Hash Tag list |
| Upload exhibitor/sponsor logo to your website | 2 months prior to conference | Contact conference@iaitam.org for your conference logo |
| Submit Ad for ITAK | 2 months prior to conference | Submission can be made at ITAK.IAITAM.org |
| Email announcement to your database | 2 months prior to conference | |
| Conference Program Ad (if applicable) | 2 months prior to conference | Full or half page depending on sponsor level |
| Invite your best customers | 1 months prior to conference | Contact conference@iaitam.org for your unique customer code |
| Social media post | 1 months prior to conference | See Hash Tag list |
| Announce any raffle giveaways | 1 month prior to conference | |
| Announce booth location and number | 1 month prior to conference | Yes |
| Social media post | 3 weeks prior to conference | See Hash Tag list |
| Social media post | 2 weeks prior to conference | See Hash Tag list |
| Social media post | 1 week prior to conference | See Hash Tag list |
| Social media post | During Event | See Hash Tag list |
| Send out thank you email | 2 weeks post conference | |
| Social media post | 2 weeks post conference | See Hash Tag list |
| Announce participation at next IAITAM ACE | 2 months post to conference | |
| Hashtags for social media | | |
| #IAITAMACE | #SAM | |
| #IAITAM | #ITIL | |
| #ITAM | #ITSM | |