

BSG LIVE'24 Industry Partner Communications Plan

Email campaign

The BSG marketing team will include your logo, accrediting you as a Partner, in 8 email communications. Each email will also link to a part of the BSG LIVE'24 website highlighting different areas of industry participation such as the Partner profiles, Industry Symposia Programme, and EndoVillage.

If you have not already done so, please send us (bsg.exhibition@tfilodestar.com) your logo, weblink, and company synopsis so that we can set up your dedicated web page.

Dedicated tweet

As a Partner, you are entitled to send one tweet from the BSG Twitter account. Please see below guidance. We will need to receive your draft Tweet text by 17 May to nick.goodhew@tfilodestar.com.

- Tweet copy should be no longer than 280 characters
- Please include #PartnerTweet at the start of your tweet
- Tweet text should be promoting the Partners' participation at BSG LIVE only
- Tweet text should not make any reference to any drug(s) or device
- Copy should not be promoting any other event other than BSG LIVE'24
- The BSG will use a conference branded image only which will include the partners organisation logo (partners should advise TFI Lodestar if they do not want an image to be included)
- Any urls included within the copy should link directly to the conference website or Partner's profile on the conference website
- The BSG reserves the right to reject submitted copy or request that the copy is reviewed and amended appropriately.

Onsite branding

You will be accredited as a Partner onsite by your logo being added to a large projection in the registration foyer and on the foldout pocket programme. Both of these items will be sent to you for approval before going to print.

Assets

We encourage Partners to promote your participation at BSG LIVE'24 through your various channels. We have various logos available [here](#) that you can add to any marketing materials you produce.

If you have any questions on the above, please do not hesitate to contact us via bsg.exhibition@tfilodestar.com.