

ADIHEX Partner Social Media Deliverables

Pre-event Phase:

- **1x** sponsor participation announcement
 - (to be provided by the event marketing team).
- **1x** sponsor highlight post to be created by the sponsor following the event style guide
 - (the created content must showcase the sponsor's activities at ADIHEX and hype the audience towards the event).

During Event:

- **1x** video post, participation and activities highlight
 - to be provided by the event marketing team (video to be between 30 – 40 seconds).

Posting Guidelines:

- Instagram: All posts will be published on ADIHEX account and collaborated with the sponsor social handles.
- Other Platforms: ADIHEX to publish the content on other platforms and tag the sponsor, so they can repost.
- Social Handles: Sponsors have to share their official social handles with the event marketing team to cover in posting.

Guidelines for Video Content Created by Partner:

- Must be in vertical full screen format and follow the event style guide.
- Should be between 30 – 60 seconds in length.
- Should include ADIHEX branded outro, which can be found [here](#).



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ADIHEX Exhibitors Social Media Deliverables

- ADIHEX event team to highlight some exhibitors.
- Exhibitors can request collaboration with the event social handles in their posts, so the event marketing team may accept the request.
- Exhibitors can tag the event account in their posts, so the event marketing team may repost.
- The above is subject to ADIHEX event's sole discretion.

Partners & Exhibitors Story Repost:

- Partners & Exhibitors can tag the event account in their stories.
- Once tagged, the event marketing team may repost the content via stories.
- Posting and reposting is subject to the accounts' set content calendar and slot availability, and under the sole discretion of ADIHEX event.



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