



# **Exhibitor Promotion Toolkit**

# Welcome to IMS2026



## IMPORTANT LINKS

[IMS2026 Floorplan](#)

[Request a Meeting Room](#)

[Sponsorship Opportunities](#)

You're exhibiting at the world's premier microwave and RF event — now let your audience know where to find you.

Exhibitors who actively promote their presence before the show see higher booth traffic, stronger engagement, and greater ROI.

This all-in-one Exhibitor Promotion Toolkit gives you everything you need to spread the word quickly and professionally, on social media, on your website, or in emails.

## What's Inside the Toolkit

- » **Social media graphics with sample copy**
- » **Industry Workshop social media graphics**
- » **MicroApps Seminar social media graphics**
- » **Customizable web banners**
- » **Official IMS2026 logo**
- » **Email signature**
- » **Branding guidelines**

# Using the Canva Templates



All customizable social media graphics and banners in this toolkit are designed to be edited in Canva, a free, browser-based design platform. No design experience required. Follow the steps below to customize your IMS2026 promotional assets in just a few minutes.

## Step 1: Access the Canva template.

Click the "Edit Template" link provided with the asset. The template will open in your web browser. If you don't already have a Canva account, you'll be prompted to create one. Free accounts work perfectly for these templates.

## Step 2: Navigate to the File drop-down and select "Make a Copy."

This ensures the original template doesn't get altered and is still available for others to use. Once you've created a copy, you can easily customize the design with your booth number and/or logo. All fonts, colors, and layouts are preset to align with IMS branding.

## Step 3: Save and download your asset.

When you're finished editing:

- Click Share or Download in the top-right corner
- Select the recommended file format (PNG or JPG for social media, PNG or PDF for web banners)
- Download the file to your computer
- Your asset is now ready to use

## Step 4: Share and promote.

Post your customized graphics on social media, add banners to your website, or include them in email newsletters. For best results:

- Use the official hashtag, #IMS2026
- Tag IMS2026 social accounts when posting

# Social Media Resources

## Social Media Booth Graphic

With two easy-to-use design options available, it's simple to share social media posts promoting your IMS2026 participation.

- **Option 1:** Add your company logo and booth information, then update the caption to share what you'll be showcasing at IMS2026.
- **Option 2:** Download the social image and pair it with a prewritten social media caption from the list below.



## Social Media Captions

Copy one of the below messages to post alongside the provided graphics. Be sure to use the event hashtag, #IMS2026, for additional reach.

- The microwave and RF Industry is headed to historic Boston. We'll be at #IMS2026, will you? Register today: <https://ims-ieee.org/>
- Visit our booth at #IMS2026 in Boston for the latest breakthroughs and innovations in microwave and RF. Come revolutionize RF with us! <https://ims-ieee.org/>
- Engage with experts and find solutions for your challenges at our booth at IMS2026 this June! <https://ims-ieee.org/>

# Social Media Resources

## Industry Workshop and MicroApps Graphics

Share the news! Promote your Industry Workshop and MicroApps Seminar the easy way.

Presenters who actively invite attendees to their Workshop and MicroApps Seminar see the biggest impact.

With easy-to-use design options available, it's simple to share social media posts promoting your IMS2026 Industry Workshop or MicroApps Seminar .

**Option 1:** Add your company logo and booth information, then update the caption to share what topic you'll be covering at IMS2026.

**Option 2:** Download the social image and pair it with a prewritten social media caption from the list below.



## Industry Workshop Social Media Captions

Copy one of the below messages to post alongside the provided graphics. Be sure to use the event hashtag, #IMS2026, for additional reach.

- Gain valuable insight and increase your technical knowledge by adding Industry Workshops to your registration. We'll be presenting on [date, time, location, topic]. Register today: <https://ims-ieee.org/>
- Join us at #IMS2026 in Boston for the latest breakthroughs and innovations in microwave and RF. Let's revolutionize RF together! <https://ims-ieee.org/>
- Engage with experts and find solutions for your challenges at our Industry Workshop this June at #IMS2026. <https://ims-ieee.org/>

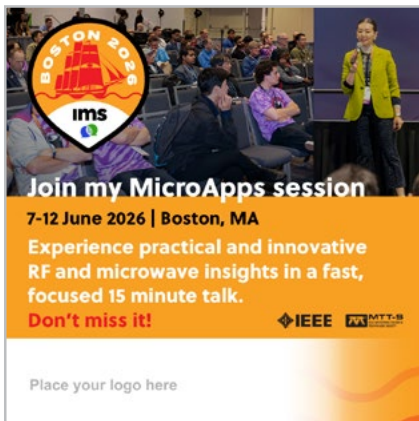
# Social Media Resources

## MicroApps Seminar Social Media

### MicroApps Seminar Social Media Captions

Copy one of the below messages to post alongside the provided graphics. Be sure to use the event hashtag, #IMS2026, for additional reach.

- Gain valuable insight and increase your technical knowledge when you stop by our MicroApps Seminar. We'll be at #IMS2026, will you? Register today: <https://ims-ieee.org/>
- Join us at #IMS2026 in Boston for the latest breakthroughs and innovations in microwave and RF. Let's revolutionize RF together! <https://ims-ieee.org/>
- Engage with experts and find solutions for your challenges at our booth at IMS2026 this June! <https://ims-ieee.org/>



**Mention IMS2026 and tag us when you post on social media.**



[@IEEE.MTTS.IMS](https://www.facebook.com/IEEE.MTTS.IMS)



[@mttims](https://www.youtube.com/@mttims)



[@MTT\\_IMS](https://www.x.com/MTT_IMS)



[@mtt\\_ims](https://www.instagram.com/mtt_ims)



[@IEEE International MTT Symposia \(IMS\)](https://www.linkedin.com/company/IEEE-International-MTT-Symposia-IMS)

# Show Resources

## Web Banner

Include a web banner on your website and in customer newsletters. Link the banners to <https://ims-ieee.org/>.



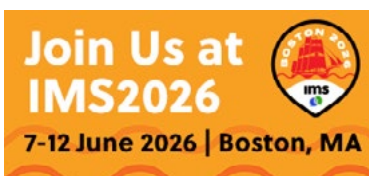
## Show Logos

The IMS logo and the IMS2026 graphical element are popular options to promote your participation at the event. Whenever possible, we strongly encourage exhibitors to use the IMS2026 graphical logo—particularly the map-point version—as it provides the most recognizable and consistent visual identity across all event materials.



## Email Signature

Let your customers and prospects know that you'll be exhibiting at IMS2026 by adding the email signature below to your outgoing messages. For additional exposure, ask your colleagues to do the same. Link the email signature to <https://ims-ieee.org/>.



## [Logo Branding Guidelines](#)

