

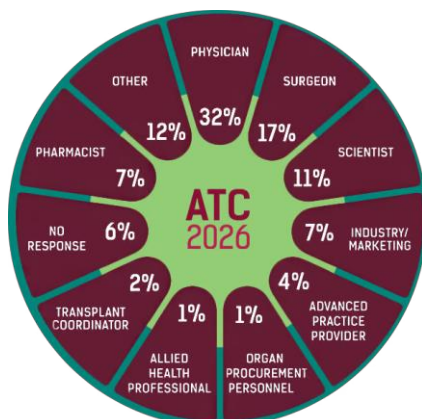
# Exhibitor Toolkit

## How to Use This Toolkit

This toolkit is designed to make it easy for you to share your attendance at ATC 2026 with your audience. Below, you'll find ready-to-use assets and messaging to help promote your participation and maximize visibility before, during, and after the event. We appreciate your participation and look forward to connecting with you in Boston!

## About ATC 2026

- **Event name:** 2026 American Transplant Congress
- **Date:** June 20-24, 2026
- **Location:** Boston, Massachusetts, USA
- **Event Website:** [www.atcmeeting.org](http://www.atcmeeting.org)
- **Exhibitor Website:** [www.atcsponsorships.org](http://www.atcsponsorships.org)
- **Description:** The American Transplant Congress is the Joint Annual Meeting of the American Society of Transplantation (AST) and the American Society of Transplant Surgeons (ASTS). ATC provides a forum for exchange of new scientific and clinical information relevant to solid organ and tissue transplantation. The event brings together transplant physicians, scientists, nurses, organ procurement personnel, pharmacists, allied health professionals, and other transplant professionals.
- **Social Media Hashtag:** #ATC2026Boston
- **Event Tagline:** Breakthroughs Begin Here
- **Attendee Profile**



## Branding Assets

We encourage you to share your participation in the event and invite your colleagues to attend via your website, social media, and email. See below for a variety of ATC logos to support your marketing efforts. Please ensure that you follow the appropriate logo guidelines listed below.

### Event Logos

- Event logos (PNG, JPG, SVG)
  - Full color, black, white, and transparent logos are provided in the provided zip file

### Logo Usage



This version of the logo should be used on white backgrounds. This combination of background and logo has the best contrast. Use a white background when the logo is used at a small scale.



This version of the logo should be used on burgundy backgrounds. All the logo elements besides the landmark shift to white to ensure maximum contrast.



The black version of the logo should be used in cases where color is restricted.



The white version of the logo should be used on dark or colored backgrounds with high contrast.

## Social Media Promotion Kit

### Ready-to-Post Assets

- Both square (1:1) and portrait (4:5) images are available in the provided zip file



### Sample Captions

- I'm excited to announce that [COMPANY NAME] is exhibiting at #ATC2026Boston! Join us at this premier event in transplantation where transplant physicians, scientists, nurses, and other transplant professionals come together to move the industry forward. @ATCMeeting [https://www.atcmeeting.org/?utm\\_medium=organic\\_social&utm\\_source=exhibitor&utm\\_campaign=2026\\_reg](https://www.atcmeeting.org/?utm_medium=organic_social&utm_source=exhibitor&utm_campaign=2026_reg)
- [COMPANY NAME] is headed to Boston, MA for @ATCMeeting! We'll be exhibiting at Booth [X]. Join us to advance the field of transplantation. #ATC2026Boston [https://www.atcmeeting.org/?utm\\_medium=organic\\_social&utm\\_source=exhibitor&utm\\_campaign=2026\\_reg](https://www.atcmeeting.org/?utm_medium=organic_social&utm_source=exhibitor&utm_campaign=2026_reg)
- [X] days until #ATC2026Boston! Come visit [COMPANY NAME] in Booth [X]. Find us on the expo floor map here: <https://smithbucklin.expocad.com/Events/26atc/index.html>
- @ATCMeeting is almost here! [COMPANY NAME] will be exhibiting at Booth [X]. Find us on the map here and come say hi! <https://smithbucklin.expocad.com/Events/26atc/index.html>

## Press & PR Support

- **Media Contact**
  - To ask media-related questions or submit news/product launch information, please email [media@atcmeeting.org](mailto:media@atcmeeting.org)