

**OHUG 2017 Global Conference Marketing Kit**

Promote your presence at the OHUG 2017 Global Conference to ensure your success!

This kit contains information, resources and guidelines to encourage potential attendees to join us in an all-around fun location - Orlando. As you are aware, it is important that we maintain consistency in our communications. Please contact [Megan Balbach](mailto:exhibit@ohug.org?subject=OHUG%202017%20Global%20Conference) with any questions on the below.

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**OHUG 2017 Global Conference Quick Facts:**

**Name:** OHUG 2017 Global Conference

**Conference Dates:** June 6-9, 2017

**Location:** Orlando, Florida

**Early Bird Registration Deadline:** April 18

**Advance Registration Deadline:** May 27

**Hotel Group Rate Deadline:** May 8

**Website:** <http://ohug.org/ohug2017>

**Hashtag:** #OHUG2017

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**Sample Email**

Use the sample email below to spread the word about your involvement at the event.

**Subject Line:** [insert company name] will be at the OHUG 2017 Global Conference!

Dear [first name],

The [OHUG 2017 Global Conference](http://ohug.org/ohug2017) is the ideal networking and learning opportunity for anyone working with a variety of Oracle HCM products and looking to gather insights into future products and services.

The conference is packed with outstanding speakers, valuable training events and one-of-a-kind networking opportunities. This is your chance to learn more about the products you use every day and get unprecedented access to Oracle representatives who develop and manage those products. While you explore the Product Solutions Center, be sure to stop by our booth.

**When?** June 6-9 at the Rosen Centre, Orlando, FL

**Where?** Booth [#] in the Product Solutions Center

**What?** Stop by our booth to meet with our experts and learn about our latest products and services:

* Product/Service
* Product/Service
* Product/Service

We hope to see you in the Sunshine State! [Register today](http://ohug.org/ohug2017) for #OHUG2017.

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**Social Media**

Promote your booth at the OHUG 2017 Global Conference via social media! Repost these messages to your social media account (Twitter, LinkedIn, Facebook, etc.) or write your own. Please make sure to use the conference hashtag (#OHUG2017) or tag OHUG (@OHUGUpdates) so your tweets can be viewed by conference followers.

* *We will be exhibiting at #OHUG2017, June 6-9 in Orlando. Be sure to stop by and see us at booth # <insert booth number>.* <http://ohug.org/ohug2017>
* *Come meet our experts and learn about the latest products and services at #OHUG2017, June 6-9 in Orlando.* <http://ohug.org/ohug2017>
* *Stop by and see us at booth # <insert booth number> at #OHUG2017 to see a demo on <product/service>.* <http://ohug.org/ohug2017>

**New this year!** Include the OHUG testimonial videos to share first-hand experiences about why the OHUG 2017 Global Conference is the best place to connect with fellow users and get hands-on exposure to new Oracle HCM products:

* **Example posts with video**
  + Find out what awaits you at the #OHUG2017 Global Conference – hear straight from first-time attendees why joining your peers in Orlando is the most valuable experience for any Oracle HCM user: <https://youtu.be/Lfs5_EkACds>
  + There’s no place like the #OHUG2017 Global Conference to meet hundreds of like-minded Oracle users, industry experts and receive hands-on product training. Register today to join the excitement in Orlando! <https://youtu.be/IbB1YdvZZcA>

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**Marketing Copy**

Please post to your company’s events calendar and send these details to any of your contacts or colleagues who would find this relevant.

*Navigate your path to the future of Oracle HCM technology and join the* [*OHUG 2017 Global Conference*](http://ohug.org/ohug2017) *(June 6-9, 2017 at The Rosen Centre in Orlando). This is an invaluable opportunity to connect with like-minded Oracle HCM users through networking events and technical demonstrations while discovering the latest in HR tech.*

*With more than 150 educational sessions, an inspiring keynote from the first female coach in NFL history, Dr. Jen Welter, and more than 60 exhibitors in our Product Solutions Center, the OHUG 2017 Global Conference has everything you need to deliver results to your organization and enhance your career.*

*Discover impactful Oracle HCM solutions and trends you can use now and in the future.* [*Register now*](http://ohug.org/page/registration-2017) *for #OHUG2017!*

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**Web Banners and Email Signature**

Use the OHUG 2017 Global Conference web banner and post to a high-profile page on your company website, blogs, social media profile pages and email communications, and encourage your colleagues to do the same.

The web banners (sizes 940x350; 695x230; and 438x142) can be downloaded [here](http://ohug.org/d/do/2168).

Please link the banner to the main conference page: [ohug.org/ohug2017](http://ohug.org/ohug2017)

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**OHUG PowerPoint Template**

Use the OHUG 2017 Global Conference PowerPoint template for any presentation/speaking opportunity you might have.

The PowerPoint templates (ratios 16x9 and 4x3) can be downloaded [here](http://ohug.org/d/do/2170).