



McCORMICK PLACE®  
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global

## McCormick Place Social Media Event Permissions Form:

Please complete this form so that McCormick Place has your permissions for sharing digital content related to your event.

Email your completed form to McCormick Place Marketing & Communications Manager Julia Yob ([jyob@mccormickplace.com](mailto:jyob@mccormickplace.com)).

**EVENT NAME & DATES:** \_\_\_\_\_

**EVENT URL:** \_\_\_\_\_

**EVENT HASHTAG:** # \_\_\_\_\_

**EVENT SOCIAL MEDIA CONTACT(S):** \_\_\_\_\_

*(Please list both name and email)*

**Would you like your event listed on the online McCormick Place Event Calendar?**

Yes  No

**Do you give McCormick Place permission to take photos during your event?**

Yes  No

**Do you give McCormick Place permission to post about your event on social media?**

Yes  No

↳ If 'Yes':

**On which platform(s) may McCormick Place post about your event:**

*Please list the correct handle / name on each approved platform, i.e. "@mccormickplace"*

LinkedIn \_\_\_\_\_  Facebook\* \_\_\_\_\_

Instagram\* \_\_\_\_\_  Threads \_\_\_\_\_

Twitter \_\_\_\_\_  Other \_\_\_\_\_

*\*NOTE: If permissions differ for posts versus stories, please indicate.*

**For our records: Do you require attendees to sign a photo release for your event?**

Yes  No

**Would you like McCormick Place to invite you to be a collaborator on an Instagram post? (You will be still able to deny a collaboration request if received.)**

Yes  No

**May McCormick Place post content involving event speakers and/or performances?**

Yes  No

**Is there specific content you would like McCormick Place to exclude from sharing?**

*Example: education sessions / proprietary demonstrations / activations / etc.*

\_\_\_\_\_  
\_\_\_\_\_

**Do you need to approve a social post from McCormick Place before it is posted?**

Yes  No

**Questions / concerns / more information:**

Please contact McCormick Place Marketing & Communications Manager Julia Yob:

Email: [JYob@mccormickplace.com](mailto:JYob@mccormickplace.com)

Phone: 312-972-2808



## McCormick Place Event Organizer Social Media Checklist:

McCormick Place encourages organizers hosting events in our facilities to utilize the following checklist when posting social media content leading up to, during, and after your event at McCormick Place. These actions allow McCormick Place to see and engage with your content on social media:

**Tag McCormick Place on event-specific social media posts:**

- LinkedIn: @McCormick Place
- Facebook: @McCormick Place
- Instagram & Threads: @mccormickplace
- Twitter: @McCormick\_Place

*REMINDER: Make sure to tag McCormick Place in event stories as well as posts.*

**Set your location on social media posts to “McCormick Place.”**

**Are you creating a Facebook event for your event?**

**Add McCormick Place as a co-host to extend the reach of your event.**

**Have you sent us your most up-to-date event logo?**

**If you have not – please do so!**

**[If you have not done so yet] Complete the “McCormick Place Social Media Event Permissions Form” and return it before your event to give McCormick Place permission to share content related to your event on social media channels.**

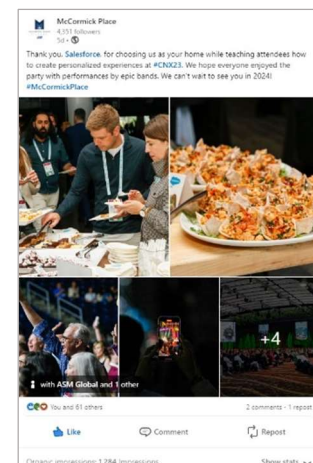
*Examples of past McCormick Place event social media posts:*



McCormick Place **Instagram** post after the 2023 National Restaurant Show and Sweets & Snacks Expo.



McCormick Place **Twitter** post after the 2023 Digestive Disease Week #DDW2023 Meeting.



McCormick Place **LinkedIn** post after the 2023 Salesforce #CNX23 event.

### Questions / concerns / more information:

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Phone: 312-972-2808