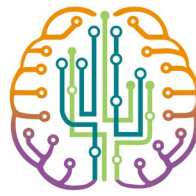


Exhibitor Communications Toolkit



**ASET ANNUAL 20
CONFERENCE 24**
JULY 25-27 • PHOENIX, AZ

Welcome to the ASET 2024 Exhibitor Communications Toolkit. This toolkit is designed to help you get the most out of your exhibiting and sponsorship investment by giving you easy-to-use, copy-paste-and-personalize communication tool to share with your customers and drive targeted attention and traffic to your booth. Use these tools to introduce ASET 2024 attendees to your staff who will be in your exhibit booth, invite attendees to visit your booth, and tell them a little bit about your company. If you have any questions, contact Annalisa Jeansonne, ASET's Marketing Manager, at annalisa@aset.org.

[Visual Library: LINK](#) (please don't change/modify the content or size of the graphic visuals)

Toolkit Contents:

- Social Media and downloadable graphics link
- Email to customize and send to your customers
- Additional Tips

Social Media Sample Posts and Graphics

When you share posts on Twitter, Facebook, and/or LinkedIn, please remember to:

- Tag us: @ASETsociety
- Include a call to action and link to your online exhibit profile
- Use the ASET Conference hashtag: **#ASET2024**

Facebook: [@ASETsociety](#) | Twitter: [@ASETsociety](#) | LinkedIn: [@ASET-society](#)

Sample Social Media Posts

Below are some sample social media posts designed for longer-form social media platforms. Note that sections highlighted in yellow are intended for you to customize.

Facebook/LinkedIn:

[COMPANY NAME – USE YOUR SOCIAL MEDIA HANDLE HERE TOO] is pleased to announce we will be exhibiting at the @ASETsociety 2024 Conference taking place July 25–27, 2024 at the Sheraton Phoenix Downtown in Phoenix, AZ. Please stop by exhibit booth #[BOOTH NUMBER] and meet our team and [option to insert a personal note about your specific product and/or service]. To learn more about ASET, visit www.aset.org. **#ASET2024**

We are excited to be an exhibitor at the @ASETsociety 2024 Conference. Join us in Phoenix, AZ, for the ultimate neurodiagnostic event, where you will learn from the best in the field and connect with hundreds of like-minded professionals, and much more.

Register: www.aset.org/annual-conference/ **#ASET2024**

Shorter Sample Media Posts

Visit [YOUR COMPANY TWITTER HANDLE] at the @ASETsociety 2024 Conference, taking place July 25-27 at the Sheraton Phoenix Downtown. Visit us at exhibit booth #[BOOTH NUMBER]. For more information, visit aset.org. **#ASET2024**

Exhibitor Communications Toolkit

[COMPANY NAME] is pleased to be supporting the NDT community and look forward to seeing everyone at the 2024 ASET Conference taking place July 25-27 in Phoenix, AZ. Visit us at booth #[BOOTH NUMBER]. #ASET2024

@ASETsociety 2024 Conference is happening July 25-27 in Phoenix, AZ. Join us and hundreds of like-minded professionals for an event that will take your ND knowledge to new heights! Register: www.aset.org/annual-conference/ #ASET2024

Graphics for Social Media

We have provided “We’re Exhibiting” banners in Twitter, Facebook, LinkedIn, and Instagram sizes for you to include in your social media posts. To download, right click the image and choose the save image as option.

Email

Sample Email for Colleagues (copy, paste, and personalize)

I’m reaching out to let you know that [COMPANY NAME] will be exhibiting at the 2024 ASET Annual Conference.

The ASET Conference is their biggest event of the year and is designed to showcase advances in the industry, cutting-edge research, and valuable insights from experts.

Join us for the ASET Annual Conference in Phoenix, AZ! This is an event like no other - featuring immersive lectures from leading experts in the field, along with hundreds of other neurodiagnostic professionals. It’s an opportunity to enhance your skills, network with colleagues, and earn up to 21+ ASET-CEUs. Please visit us at exhibit booth #[BOOTH NUMBER] and [meet our team and... option to insert a personal note about your specific product and/or service].

Go to www.aset.org to view the complete schedule of events and to register.

Sample Email to Anyone (copy, paste, and personalize)

ASET 2024 Conference
July 25-27, 2024
Phoenix, AZ

I’m reaching out to let you know that [COMPANY NAME] will be exhibiting at the ASET 2024 Conference taking place July 25-27 at the Sheraton Phoenix Downtown in Phoenix, AZ. Please visit us at exhibit booth #[BOOTH NUMBER].

Join us and hundreds of like-minded professionals for a truly immersive experience of neurodiagnostic. This year’s conference promises to be the biggest yet, featuring cutting-edge research, industry experts, and engaging networking opportunities. From EEG and nerve conduction studies to evoked potentials and Long-Term Monitoring, you’ll gain valuable insights and expand your skillset in neurodiagnostics. But it’s not just about the education- it’s also about the community. Meet and collaborate with peers in the industry who share your passion, learn from their knowledge, and forge new meaningful connections.

We’re really pleased to be participating as an exhibitor at ASET 2024 Conference and we look forward to connecting with you there.

Visit www.aset.org to view the complete schedule of events and to register.

Additional Tips

Below are some additional tips on building customer anticipation and driving targeted traffic to your exhibit booth

- Include a P.S. on all outgoing correspondence: “We’re exhibiting at the ASET 2024 Conference. Please visit us at booth **#[BOOTH NUMBER]**.”
- Add a footer/ signature to your emails: Set your email up to automatically add a message like “We’re exhibiting at ASET 2024 Conference, July 25-27 in Phoenix, AZ. Please visit us at booth **#[BOOTH NUMBER]** and meet our staff!”
- Send reminders ahead of time: Be proactive by sending out reminders early. Your customers will appreciate the effort. Send out reminders a few weeks before the conference. Email or mail a message out to all your clients and potential customers reminding them to visit your exhibitor booth.
- **Don’t forget to use the hashtag #ASET2024**

Facebook: [@ASETsociety](https://www.facebook.com/ASETsociety) | Twitter: [@ASETsociety](https://twitter.com/ASETsociety) | LinkedIn: [@ASET-society](https://www.linkedin.com/company/aset-society)

