



ASHG 2022 Exhibitor Marketing Kit

**Spread the word – let your customers and other stakeholders know
you'll be at ASHG 2022!**

In addition to the numerous options we have available through [ASHG's promotional opportunities](#), ASHG is pleased to provide some free ways to help you promote your presence to your customers!

Feel free to use these free social marketing tools and materials to help increase traffic to your virtual booth, capture leads, and invite your customers and clients to meet you in person. Many more tips and tricks to get the most out of your pre-meeting marketing can be found on our [Exhibitor Success & ROI Center \(ESRC\)](#), powered by Competitive Edge Training!

ASHG 2022 Graphics

Place a banner on your website or email signatures to promote your presence and link them to <https://www.ashg.org/meetings/2022-annual-meeting/>.

Email Signature (650w x 100h):



Leaderboard Banner (728w x 90h):



Boombox Banner (300w x 300h):









Want to personalize these? Email us and we'll send you personalized graphics with your company name and booth number! Remember to link your custom graphic to <https://www.ashg.org/meetings/2022-annual-meeting/>.

Social Media Materials

Start the online conversation before, during, and after ASHG 2022 by posting about it on Twitter, LinkedIn or Facebook and tagging your posts with the official meeting hashtag:

#ASHG22

-  Twitter: Follow [@GeneticsSociety](https://twitter.com/GeneticsSociety) for real-time updates
-  LinkedIn: [Connect with us](#) and stay informed
-  Instagram: Follow [@GeneticsSociety](https://www.instagram.com/GeneticsSociety) and post your pictures using #ASHG22
-  Like [@GeneticsSociety](https://www.facebook.com/GeneticsSociety) on Facebook
-  Browse videos on [ASHG's YouTube](#) channel
-  Browse videos on [ASHG's Tiktok](#) channel

Want to target trainees? Use **#ASHGTrainee** for early career and future influencers, and to share your open job opportunities!

Content Ideas and Examples

Customize your social media posts to promote your involvement at #ASHG22, just drop in your company name and booth number into the templates below and pass along! Make sure you include the event link: <https://www.ashg.org/meetings/2022-annual-meeting/>

Post ASHG 2022 details to your company's event page or write a blog post about what you'll be presenting at ASHG 2022. Use one of the banners above.

Sample descriptive/introductory text:

ASHG 2022 is the largest human genetics meeting and exposition in the world. This year's Annual Meeting is back in person and expected to attract more than 5,500 scientific attendees to the city of Los Angeles, plus more than 200 exhibiting companies, powering all areas of innovation the field from microscopes to data storage and analytics. The meeting provides a forum for the presentation and discussion of cutting-edge science in all areas of human genetics.

At ASHG 2022, [COMPANY NAME] will be showcasing... [INSERT CONTENT]

Sample Social Media Posts

Twitter and LinkedIn (limited to 200 characters):

- Looking for the latest in [TOPIC, PRODUCT OR SERVICE]? Connect with us at the [ASHG 2022 Annual Meeting](#) to learn more.
- We're exhibiting at [#ASHG22](#)! Register today to learn about our product [INSERT PRODUCT HERE].
- Learn more about [PRODUCT OR SERVICE] at [#ASHG22](#), October 25-29 in LA.
- Join [INSERT COMPANY NAME] in Los Angeles at the [ASHG 2022 Annual Meeting](#) October 25-29. We are proud to support [#ASHG22](#)! Join us in LA to discover new solutions for your organization.
- We're hiring! Want to talk about opportunities with @[COMPANY NAME/HANDLE]? Visit our career fair booth #[INSERT BOOTH NUMBER]! [#ASHG22](#) #ASHGTrainee

Facebook:

- Join us at [#ASHG22](#)! [INSERT COMPANY NAME] will be presenting the latest products in the [ASHG 2022 Annual Meeting](#), October 25-29 in Los Angeles. Come see us at booth #[INSERT BOOTH NUMBER]!
- We're exhibiting at [#ASHG22](#) in LA! Visit us at booth #[INSERT BOOTH NUMBER] to network with us and learn more about [PRODUCT OR SERVICE].
- Looking to learn more about [PRODUCT OR SERVICE]? Connect with us at [#ASHG22](#) to learn more.
- Conferences are back and so are we! We are pleased to exhibit at ASHG 2022 this October, we look forward to seeing you in LA. [#ASHG22](#)