**[A blue triangle with purple numbers

Description automatically generated](https://www.ashg.org/meetings/2024meeting/)**

**ASHG 2024 Exhibitor Marketing Kit**

**Spread the word – let your customers and other stakeholders know  
you’ll be at ASHG 2024!**

In addition to the numerous options we have available through [ASHG’s promotional opportunities](https://www.ashg.org/meetings/2024meeting/exhibits-2/advertising-sponsorships/), 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 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 and during-meeting marketing can be found on our [Exhibitor Success & ROI Center (ESRC)](https://www.ashg.org/meetings/2022-annual-meeting/exhibits/exhibitor-success-center/), powered by Competitive Edge Training!

# **ASHG 2024 Graphics**

Place a banner on your website or email signatures to promote your presence and link them to <https://www.ashg.org/meetings/2024meeting/>

**Email Signature (650w x 100h)**

**Option 1:**

**A purple square with blue letters and a house

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**Option 2:**

**A purple and blue logo

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**Leaderboard Banner (728w x 90h):**

**Option 1:**

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**Option 2:**



**Boombox Banner (300w x 300h):**

**Option 1:**

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**Option 2:**



**Boombox Banner (1200w x 1200h):**



# **Social Media Materials**

Start the online conversation before, during, and after ASHG 2024 posting about it on X, LinkedIn or Facebook and tagging your posts with the official meeting hashtag:

**#ASHG24**

|  |  |
| --- | --- |
|  | X: Follow [@GeneticsSociety](https://x.com/GeneticsSociety) for real-time updates |
| [LinkedIn icon](https://www.linkedin.com/groups/142742/profile) | LinkedIn: [Connect with us](https://www.linkedin.com/company/american-society-of-human-genetics/about/) and stay informed |
| [Instagram icon](https://www.instagram.com/geneticssociety/) | Instagram: Follow [@GeneticsSociety](https://www.instagram.com/geneticssociety/) and post your pictures using #ASHG24 |
| [Facebook icon](https://www.facebook.com/GeneticsSociety) | Like [@GeneticsSociety](http://www.facebook.com/GeneticsSociety/) on Facebook |
| [Youtube icon](https://www.youtube.com/user/HumanGeneticsSociety) | Browse videos on [ASHG’s YouTube](https://www.youtube.com/user/HumanGeneticsSociety) channel |
| [TikTok icon](https://www.tiktok.com/@geneticssociety) | Browse videos on [ASHG’s Tiktok](https://www.tiktok.com/@geneticssociety) 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 #ASHG24! 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/2024meeting/>

**Post ASHG 2024 details to your company’s event page or write a blog post about what you’ll be presenting at ASHG 2024.** Use one of the banners above**.**

Sample descriptive/introductory text:

The world’s largest human genetics and genomics meeting and exposition takes place this November in the Mile High City of Denver, Colorado! #ASHG24 will be an extraordinary opportunity to connect with your contemporaries in a city bursting with urban sophistication and outdoor adventure. More than 7,000 attendees and more than 220 exhibiting companies will be showcasing different areas of innovation from bench to bedside. The meeting provides a forum for the presentation and discussion of cutting-edge science in all areas of human genetics.

At ASHG 2024, [COMPANY NAME] will be showcasing… [INSERT CONTENT]

**Sample Social Media Posts**

*X and LinkedIn (limited to 200 characters):*

* Looking for the latest in [TOPIC, PRODUCT OR SERVICE]? Connect with us at the [ASHG 2024 Annual Meeting](https://www.ashg.org/meetings/2024meeting/) to learn more.
* We’re exhibiting at[#ASHG24](https://www.ashg.org/meetings/2024meeting/)! Register today to learn about our product [INSERT PRODUCT HERE].
* Learn more about [PRODUCT OR SERVICE] at [#ASHG24](https://www.ashg.org/meetings/2024meeting/), November 5-9 in Denver, CO.
* Join [INSERT COMPANY NAME] in Denver, CO at the [ASHG 2024 Annual Meeting](https://www.ashg.org/meetings/2024meeting/) November 5-9. We are proud to support [#ASHG2](https://www.ashg.org/meetings/2024meeting/)4! Join us in Denver 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]! [#ASHG24](https://www.ashg.org/meetings/2024meeting/) #ASHGTrainee

*Facebook:*

* Join us at [#ASHG24](https://www.ashg.org/meetings/2024meeting/)! [INSERT COMPANY NAME] will be presenting the latest products in the [ASHG 2024 Annual Meeting](https://www.ashg.org/meetings/2024meeting/), November 5-9 in Denver, CO. Come see us at booth #[INSERT BOOTH NUMBER]!
* We’re exhibiting at[#ASHG24](https://www.ashg.org/meetings/2024meeting/) in Denver! 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 [#ASHG24](https://www.ashg.org/meetings/2024meeting/) to learn more.