



Exhibitor Marketing Toolkit

This toolkit is intended to help you promote your participation in the 2025 AAOMS Annual Meeting.

Use one or more of the elements of this toolkit to promote your company's booth at the 2025 AAOMS Annual Meeting. By promoting your participation, you will motivate your professional connections to register for the meeting, engage with potential attendees in advance and connect with attendees during the meeting. While AAOMS continues its traditional outreach, marketing is about reaching the right audiences with the right messages in the right format. **Marketing to your professional contacts using this exhibitor toolkit can prove to be indispensable.**

This toolkit allows you to announce your participation in the AAOMS Annual Meeting to your network in a simple and "branded" way – as all exhibitors are offered the same materials.

Exhibitors are invited to promote their involvement in the AAOMS Annual Meeting in these ways:

- **Use downloadable graphics.**
- **Invite colleagues via a personalized email.**
- **Add a temporary email signature.**
- **Share on social media platforms that have your professional connections.**

Questions about how to use this toolkit?
Email the AAOMS Exhibits Team at exhibitor@aaoms.org or call 847-233-4316.





Downloadable graphics

These graphics are available for download by exhibitors. Right-click on the images found in this document to save them to your computer. These graphics can be used on social media, posted on your website and added to your email signature.

Be sure to hyperlink the graphic to AAOMS.org/AnnualMeeting:

- AAOMS Annual Meeting logo ([PNG](#))
- Exhibitor graphic (PNG for [LinkedIn](#), [Facebook](#) and [Instagram](#))



Personalized email invitation template

Spread the word about the AAOMS Annual Meeting by sending an email invitation to current and prospective clients. (Note: AAOMS does not provide email addresses of meeting attendees.) This template can be personalized and shared:

Subject: Visit our booth at the AAOMS Annual Meeting

Dear valued customers,

*As someone who may be interested in **(insert topic)**, I want to encourage you to participate in the 2025 AAOMS Annual Meeting. **(Company name)** will be exhibiting at this year's meeting and will have **(insert information related to topic)** at booth **(number)**.*

*In the Exhibit Hall, we will offer **(insert main exhibition objectives, highlight why a valued customer should participate, Show Specials, live Q&A, videos, latest research, etc.)**.*

*I hope you will stop by the **(company name)** booth Sept. 18 and 19. To register for the AAOMS Annual Meeting, visit AAOMS.org/AnnualMeeting.*

Sincerely,

(Your name, title)



Email signature

Help spread the word about your involvement in the AAOMS Annual Meeting by including this message beneath your standard email signature. **Be sure to include hyperlinks to your exhibitor-hosted session or the Annual Meeting landing page, AAOMS.org/AnnualMeeting.**

Message:

I'm exhibiting Sept. 18 and 19 at the 2025 AAOMS Annual Meeting. Visit our booth!

Email signature instructions for Outlook

1. Open a new email.
2. Click the "Signature" icon in the header.
3. Click "Signatures..."
4. Choose your main external signature. Paste the selected message. You can format your message font and style. In addition, you can set this signature to appear on new messages, replies/forwards or both.
5. Click "OK."

Email signature instructions for Gmail

1. Open Gmail.
2. In the top right, click "Settings" and then "See all settings."
3. In the "Signature" section, paste in the selected message in the box. You can format your message by adding an image or changing the text style.
4. At the bottom of the page, click "Save Changes."



Promote on social media

Social media is a great way to let your professional connections know you will be an exhibitor or presenter at the 2025 AAOMS Annual Meeting. Here are sample messages you can personalize and share.

Be sure to include one of the graphics (linked below) with the post:

(Company name) is exhibiting at the 2025 AAOMS Annual Meeting! Visit us at booth (number) in the Exhibit Hall. AAOMS.org/AnnualMeeting #AAOMS2025

Want to learn more about (insert product or topic)? (Company name) will be exhibiting Sept. 18 and 19 at the 2025 AAOMS Annual Meeting. Register today at AAOMS.org/AnnualMeeting. #AAOMS2025

Visit our booth during the 2025 AAOMS Annual Meeting. You will see how (insert product/service) will assist you with (insert topic). We look forward to connecting! AAOMS.org/AnnualMeeting #AAOMS2025

(Company name) is looking forward to connecting with attendees at the 2025 AAOMS Annual Meeting. Be sure to visit us during exhibition hours! Learn more at AAOMS.org/AnnualMeeting. #AAOMS2025

Stop by the (company name) booth at the 2025 AAOMS Annual Meeting! Send us questions or comments about your biggest challenges so we can better assist you. AAOMS.org/AnnualMeeting #AAOMS2025

