

Exhibitor Marketing Toolkit

You've taken the initial step toward success by joining us at ANESTHESIOLOGY[®] 2024. Now maximize your visibility with these complimentary **pre-show**, **at-show**, and **post-show** marketing tools to promote your participation, drive traffic to your booth, expand selling avenues, and generate leads!

Leaderboard



Medium Rectangle



Mobile Banner



Banner Sizes & Tips

Graphic Banners

Include these graphics in **pre-show** and **at-show** digital advertising, promotional literature, email marketing campaigns and invitations, or even your email signature.

Email Invite

Use this pre-show template to easily personalize and share an email invitation to all your customers and prospects. Invite them to attend ANESTHESIOLOGY 2024 and encourage them to visit your booth.

Sample Email Invitation:

Subject: Join us for ANESTHESIOLOGY[®] 2024!

Hi [First name],

You're cordially invited to join us at the ANESTHESIOLOGY[®] annual meeting taking place October 18-22, 2024, at the Pennsylvania Convention Center in historic Philadelphia.

[Company/Organization] is excited to be exhibiting and showcasing [product and/ or solution]—our newest, cutting-edge technology. Stop by our booth [#XXX] and see for yourself how our offerings are revolutionizing the future of anesthesia, pain management, and critical care.

Don't miss out on this unique opportunity to be a part of ASA's flagship event! Visit the [ANESTHESIOLOGY 2024](#) website for more information and make sure to stop by our booth [#XXX] to discover how we can empower your team.

Looking forward to seeing you there!

Sincerely,
[Your name]

the ANESTHESIOLOGY[®] annual meeting

American Society of Anesthesiologists[®]

PHILADELPHIA | OCTOBER 18-22, 2024



Social Media

Invite your customers and prospects to join you at ANESTHESIOLOGY 2024 through social media with these graphics for [LinkedIn](#), [Instagram](#), [Facebook](#) and [X](#). Be sure to include your booth number and any new products or services you'll be featuring at the event. And don't forget to tag #ANES24 in all your posts.

Sample Social Posts:

Pre-show 1 — Countdown to ANESTHESIOLOGY[®] 2024!

We're gearing up for ANESTHESIOLOGY[®] 2024 in Philadelphia. Get ready to connect with us at the Pennsylvania Convention Center, booth [#XXX], and discover what we have in store.

Follow us on social media for exclusive sneak peeks and updates, and don't forget to use the hashtag #ANES24 when posting about the event!

Pre-show 2 — Get ready for innovation!

We're excited to announce our participation at ANESTHESIOLOGY[®] 2024. Join us in Philadelphia at booth [#XXX] to discover firsthand our cutting-edge products and solutions. Don't miss out on this opportunity to explore what's next in anesthesia, pain management, and critical care.

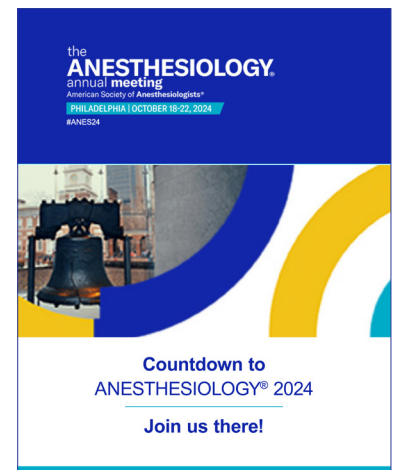
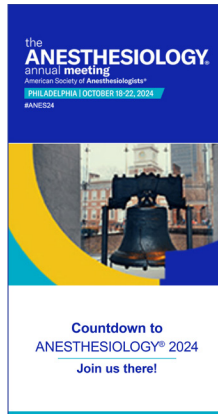
Stay in the loop! Follow us on social media for exclusive updates and insights. And when you share your experience, don't forget to use the hashtag #ANES24 in your post!

At Show — We're thrilled to announce our presence at ANESTHESIOLOGY[®] 2024!

Swing by booth [#XXX] at the Pennsylvania Convention Center to take part in the action and discover our latest products and solutions.

Don't miss out! Follow us on social media and check back regularly for live updates. Remember to use the hashtag #ANES24 when posting about the event!

Download Graphics



Post Show —

We're riding the waves of gratitude!

A heartfelt THANK YOU to everyone who dropped by our booth at ANESTHESIOLOGY[®] 2024 in Philadelphia! We're deeply grateful for the opportunity to connect, inspire, and collaborate with such amazing individuals. From engaging conversations to shared insights, your enthusiasm and support made our experience unforgettable.

Let's keep the momentum going! Follow us on social. [#companyhashtag]