**ASBMR 2024 ANNUAL MEETING
MARKETING TOOLKIT**

Thank you for supporting our global community at the premier event in the bone, mineral and musculoskeletal field.

When it comes to spreading the word about the ASBMR 2024 Annual Meeting in Toronto, ON, Canada, you are our best resource. ASBMR invites you to utilize this toolkit and resources to share your excitement about the meeting and encourage others to submit their science.

**What’s in the Toolkit?**

In this resource, you will find all you need to help promote the ASBMR 2024 Annual Meeting in a variety of ways, including:

* Email communication language for you to personally connect with your professional network.
* Social media tips, best practices, and suggested posts to promote sharing science and registering for the Annual Meeting.
* Digital banners and graphics to add visual elements to your communication.

If you have any questions about the meeting or would like to inquire about additional materials to promote your involvement, contact asbmr@asbmr.org today.

**We look forward to connecting our community at the
ASBMR 2024 Annual Meeting!**

**EMAIL COMMUNICATION – ABSTRACT SUBMISSION**

*Customize this template email and send it to your personal or professional network and promote submitting science at the ASBMR 2024 Annual Meeting. ASBMR encourages you to add your own voice to the following to make the touchpoint more personal.*

**Subject: Share Your Science at the ASBMR 2024 Annual Meeting**

Dear <CONTACT NAME>,

At the [ASBMR 2024 Annual Meeting](https://www.asbmr.org/annual-meeting), held September 27-30 in Toronto, ON, Canada, the latest innovations and advancements in the bone, mineral and musculoskeletal field will be on hand. You have the opportunity to help shape the science being presented at the meeting by submitting an abstract.

Whether it’s part of a poster session, oral presentation, or plenary poster, your science will be part of a global gathering of scientific leaders.

ASBMR is committed to giving everyone access to cutting-edge content at the Annual Meeting so I hope you submit your science and can be with us later this year.

You can [visit the ASBMR website](https://www.asbmr.org/annual-meeting-program) for more information about the overall program which includes additional opportunities to network, connect and learn the latest.

I look forward to connecting with you at the ASBMR 2024 Annual Meeting.

Best,

<Your full signature>

**EMAIL COMMUNICATION – REGISTRATION**

*Customize this template email and send it to your personal or professional network and promote registering to attend the ASBMR 2024 Annual Meeting. ASBMR encourages you to add your own voice to the following to make the touchpoint more personal.*

**Subject: Register and Join the ASBMR 2024 Annual Meeting**

Dear <CONTACT NAME>,

The [ASBMR 2024 Annual Meeting](https://www.asbmr.org/annual-meeting), held September 27-30 in Toronto, ON, Canada, is around the corner and registration is open. The meeting hosts the latest innovations and advancements in the bone, mineral and musculoskeletal field, along with important networking and connection opportunities.

I am personally excited for <INSERT SPECIFIC SESSION, EVENT DETAIL, ETC>.

ASBMR is ready to bring together nearly 2,500 attendees from more than 50 countries, including clinicians and researchers, representing all career levels.

You can [visit the ASBMR website](https://www.asbmr.org/annual-meeting-program) for more information about how to register and join us in Toronto. I hope you can join our growing global community.

Best,

<Your full signature>

**SOCIAL MEDIA – ABSTRACT SUBMISSION**

*Customize these social media posts to promote abstract submissions and utilize these tips to make the most of your activity online.*

* The time to help shape the science at #ASBMR2024 is now. Submit your abstract by May 1 for the ASBMR 2024 Annual Meeting and join innovative scientific leaders in our community. Learn more and submit: [www.asbmr.org/asbmr-abstracts](https://www.asbmr.org/asbmr-abstracts) @ASBMR
* The #ASBMR2024 abstract submission period is open and you can help shape the program at the premier meeting for the bone, mineral and musculoskeletal field. Submit your science by May 1 and join @ASBMR in Toronto, ON, Canada. [www.asbmr.org/asbmr-abstracts](https://www.asbmr.org/asbmr-abstracts)
* Don’t hesitate, submit your abstract for the ASBMR 2024 Annual meeting and take advantage of your chance to be in front of innovative clinicians and researchers at all stages of their careers. Share your science by May 1. [www.asbmr.org/asbmr-abstracts](https://www.asbmr.org/asbmr-abstracts). #ASBMR2024 @ASBMR

**SOCIAL MEDIA – REGISTRATION**

*Customize these social media posts to promote registering to attend the event and utilize these tips to make the most of your activity online.*

* Registration to join the premier meeting for the bone, mineral and musculoskeletal field is open! Secure your spot at #ABSMR2024 for the chance to connect with your peers and learn about innovative new research: [www.asbmr.org/registration-fees](https://www.asbmr.org/registration-fees) @ASBMR
* The ASBMR 2024 Annual Meeting program features innovative science, networking opportunities, and much more. When you register to join #ASBMR2024, you unlock unique opportunities and learn the latest happening in our field. Register now: [www.asbmr.org/registration-fees](https://www.asbmr.org/registration-fees)
* The ASBMR 2024 Annual Meeting is not to be missed. I am excited for <INSERT PERSONAL COMMENT>. We hope to see you in Toronto, so register today. [www.asbmr.org/registration-fees](https://www.asbmr.org/registration-fees) #ASBMR2024 @ASBMR

**SOCIAL MEDIA TIPS**

* ASBMR and our community is primarily active on X (formerly Twitter), but you are encouraged to post on the channel you are most active and comfortable.
* Include a provided social media graphic to add a visual element to your post(s).
* Tag ASBMR (accounts below) for additional engagement opportunities.
* Use **#ASBMR2024** in your post(s) so your colleagues and peers can see what else is happening in relation to the meeting.
* Include a link (<https://www.asbmr.org/annual-meeting>) on all your posts.
* Post during high traffic times, such as Monday through Thursday near the middle of the day local time.

**ASBMR CHANNELS**

Be sure to tag ASBMR accounts so we can help engage and amplify your posts.

* Facebook (@ASBMR) – <http://www.facebook.com/ASBMR>
* X (@ASBMR) – <https://twitter.com/ASBMR>
* LinkedIn (@ASBMR) – <https://www.linkedin.com/company/asbmr/>
* Instagram (@ASBMR\_Official) – <https://www.instagram.com/asbmr_official/>