

The banner features a large, stylized 'X' graphic on the left side, composed of overlapping blue and green translucent shapes. The background of the banner is a scenic view of the Denver skyline, including the Colorado Convention Center, with snow-capped mountains in the distance under a blue sky with light clouds.

# ASBMR® 2017 Annual Meeting

September 8–11, 2017 | Colorado Convention Center | Denver, Colorado, USA

## **SPEAKER MARKETING KIT**

### **ASBMR 2017 ANNUAL MEETING**

We are excited that you will be sharing your research at the ASBMR 2017 Annual Meeting, and we hope you are too! You play an important role in the promotion of the event by raising awareness in your professional network. Share your excitement and let your colleagues know that you were selected to present.

Please use the enclosed tools to promote your speaking engagement and to share the benefits of attending the ASBMR 2017 Annual Meeting.

Please do not hesitate to reach out to us if you have any questions or would like additional tools or information to share your involvement.

**We look forward to welcoming you to the ASBMR 2017 Annual Meeting in Denver!**

## PASS-ALONG EMAIL

Customize and send this email to colleagues and partners to promote your speaking engagement at the ASBMR Annual Meeting, and to encourage them to join you in Denver.

**Subject: Join Me at the ASBMR 2017 Annual Meeting in Denver**

Dear <CONTACT NAME>,

I will be presenting on <INSERT TOPIC> at the ASBMR 2017 Annual Meeting, September 8-11, 2017, and invite you to [register](#) to attend. Join me for my presentation, <INSERT TITLE> on <INSERT DATE AND TIME>, and also choose from dozens of other sessions featuring the best research in the bone, mineral and musculoskeletal field.

In fact, [watch this great video](#) to learn why I, along with others, recommend attending the ASBMR Annual Meeting.

At the 2017 ASBMR Annual Meeting, you can come together with scientists and clinicians from around the globe to:

- Hear Judith Campisi, Ph.D. discuss Cellular Senescence at the Gerald D. Aurbach Lecture
- Discover where we are on The Quest for Osteoporosis Mechanisms as interpreted by Stavros Manolagas, M.D., Ph.D. during the Louis V. Avioli Lecture
- Interact with experts during the Meet-the-Professor Sessions or the back-by-popular-demand Hands-On Workshops
- Connect with companies paving the way to innovation in the ASBMR Discovery Hall

[Learn even more about the program online](#) and save when you register by July 28.

I hope to see you at my session in Denver this September.

Best,

<Your full signature>

## SAMPLE SOCIAL MEDIA POSTS

Customize these social media posts to highlight your involvement in the ASBMR 2017 Annual Meeting. Make sure you include the event link ([www.asbmr2017.org](http://www.asbmr2017.org)) so your followers know where to go! We also suggest you use the shareable graphics provided to accompany your social posts.

### Samples for Facebook or LinkedIn

- Join me at the ASBMR 2017 Annual Meeting in Denver, Colorado this September. I'm presenting on <INSERT TOPIC>. Learn more: [www.asbmr2017.org](http://www.asbmr2017.org)
- The ASBMR 2017 Annual Meeting Preliminary Program is now available! Check out the program and join me for my presentation on <INSERT TOPIC>. Download the program here: [www.asbmr.org/official-program](http://www.asbmr.org/official-program)
- I will be presenting my research on <INSERT TOPIC> at the ASBMR 2017 Annual Meeting in Denver, September 8-11. Please join me for my session, <INSERT SESSION TITLE> on September XX. You can find program and registration details here: [www.asbmr2017.org](http://www.asbmr2017.org).

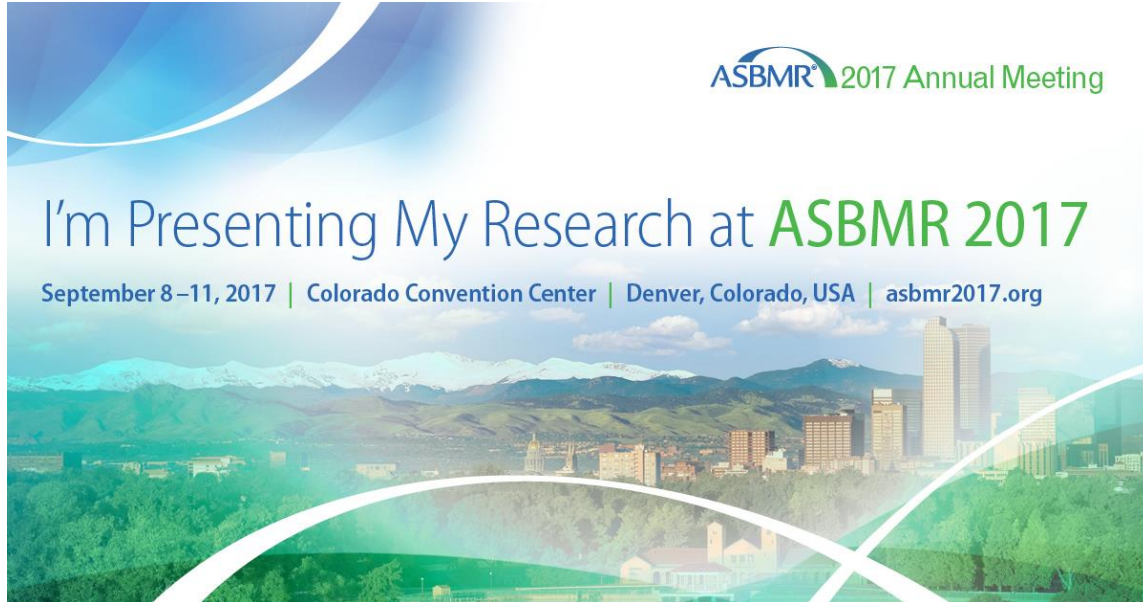
### Samples for Twitter (adjust to 140 characters when you customize with topic)

- Looking forward to sharing my research on <TOPIC> at #ASBMR2017. [www.asbmr2017.org](http://www.asbmr2017.org).
- Join me for #ASBMR2017 where I will be presenting on <TOPIC>. [www.asbmr2017.org](http://www.asbmr2017.org)
- Register to attend #ASBMR2017. I'm presenting on <TOPIC>. Check it out! [www.asbmr2017.org](http://www.asbmr2017.org)
- Have you registered for #ASBMR2017? Act now and join me for my presentation on <TOPIC>. [www.asbmr2017.org](http://www.asbmr2017.org)
- Check out the program for #ASBMR2017 – including my session on <TOPIC>: [www.asbmr.org/official-program](http://www.asbmr.org/official-program)

## SHAREABLE GRAPHICS

Use these images on your personal and professional social media channels

### FACEBOOK



### INSTAGRAM



## TWITTER HEADER



## TWITTER POST



[Click here to download all of these graphics.](#)