



The countdown to AVA at Your Fingertips is on! YOU know how great the first-ever virtual meeting in AVA's 35-year history will be, but do ALL of your customers? What about the people you work with on a daily basis? To help us promote AVA at Your Fingertips, we've provided the following resources in this exhibitor toolkit:

- Sample email
- Social Media Tips and Examples
- Facebook profile photo frame
- AVA at Your Fingertips Graphics

The materials in this toolkit are guidelines and we hope you feel free to put your personality and spin on all communications you send to your network!

Please let us know if you have any questions by calling [301-200-4616 x111](tel:301-200-4616). See you in online in October!

### Sample Email for Sales to Distribute to Customers

Hi **[first name]**,

Are you feeling overwhelmed from the continued healthcare challenges facing you today? Those who have the tools and resources to navigate will be positioned for success!

As part of the Association for Vascular Access, I can guarantee you won't want to miss AVA at Your Fingertips! This virtual symposium will be jammed packed with [dynamic speakers](#) and [relevant sessions](#) that will provide the strategies, knowledge, and resources you need to deliver the best care to your patients or to mentor others at your facility.

We will be exhibiting ALL FOUR DAYS starting October 27 and the AVA at Your Fingertips platform is set to be available to attendees for 45 days! **[add additional information about your booth here]**



Sincerely,

[Email Signature]

### Social Media Tips and Examples

- Post several times or 'share/retweet' posts about AVA at Your Fingertips that include details about the agenda, speakers, virtual exhibit hall, etc. Always include a link to the appropriate AVA at Your Fingertips landing page (i.e., [www.avainfo.org/annual](http://www.avainfo.org/annual)) and use the official hashtag - #AVAatYourFingertips
- When you discuss AVA at Your Fingertips speakers, vendors, sponsors, etc., make sure you tag their social media profiles, so they receive a notification. To tag, type '@' before the name and select the appropriate name/organization from the drop-down list that will appear. (Not all speakers and vendors may be on a platform, so their name may not appear in the drop-down list.)
- If you see a peer talking about AVA on their social network be sure to 'like' or share it. When you 'like,' comment on a peer's post, or share it, that creates more visibility and greater reach

### Twitter

- Please use #AVAatYourFingertips in your communications. If you tag @ISaveThatLine, we can respond and retweet your communications to all the AVA followers as well.

**Tweet Example 1:** Join me online for #AVAatYourFingertips to learn the latest techniques for placement and care & maintenance of vascular access devices & much more! Register at: [www.avainfo.org/annual](http://www.avainfo.org/annual)

**Tweet Example 2:** #AVAatYourFingertips will be unlike any virtual meeting before! Join vascular access key opinion leaders, nurses and other clinicians to learn, share knowledge and make long-lasting connections. Learn more at: [www.avainfo.org/annual](http://www.avainfo.org/annual)



**Tweet Example 3:** AVA has gone virtual! Join us at #AVAatYourFingertips to embody who we are as vascular access specialists and personally enrich your spirit as a clinician! [www.avainfo.org/annual](http://www.avainfo.org/annual)

### Facebook

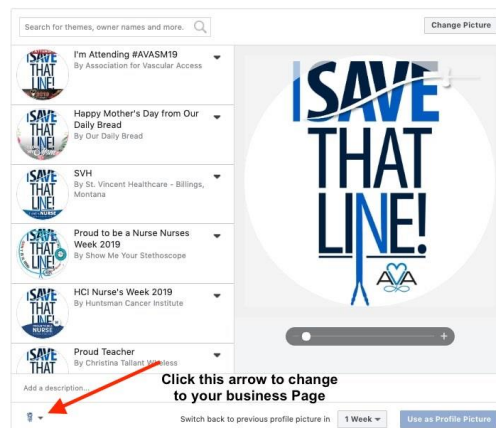
- Please tag AVA by typing in @Association For Vascular Access in your post.
- Use the conference hashtag: #AVAatYourFingertips, whenever possible.
- Add the AVA at Your Fingertips “I’m Attending” photo frame to your profile picture

**Facebook Example 1:** Join me at #AVAatYourFingertips because [X]! Invest in yourself and join in the fun by registering at: [www.avainfo.org/annual](http://www.avainfo.org/annual)

**Facebook Example 2:** Join us for #AVAatYourFingertips in October! With 35.0 Continuing Education credits available, live AND on demand sessions presenting new vascular access research, virtual networking opportunities, great prizes, vascular access talks and more, this is not just another Zoom meeting! You will leave the event recharged and ready to take the knowledge gained back to work to enhance your practice. Learn more at [www.avainfo.org/annual](http://www.avainfo.org/annual).

### Adding a Profile Picture Frame:

1. Go to [www.facebook.com/profilepicframes](http://www.facebook.com/profilepicframes)
2. Click the arrow in the bottom left hand corner to select your company’s business Page



3. Search “I’m Attending AVA at Your Fingertips” in the search bar



4. Select the frame from the Association for Vascular Access
5. Set a date for your profile picture to return to its previous form
6. Select “Use as Profile Picture”

### **LinkedIn**

**LinkedIn Example:** Join vascular access professionals from all over the world during AVA at Your Fingertips! This four-day, virtual meeting will provide you with opportunities to participate in educational sessions, ask questions live to presenters, 1-on-1 video chats with exhibitors, new product demonstrations and plenty of networking. Impact your patients and facilities with the knowledge you gain and people you meet. Register at [www.avainfo.org/annual](http://www.avainfo.org/annual)

### **Conference Logos and Graphics**

Please download the “We’re Exhibiting” graphic and save them to your device to share in social media and emails. You can also customize the logo to add your booth #.

This graphic can be found in your Exhibitor Service Center Portal under the “Download We're Exhibiting Logo” task. If you need help locating it please contact Lacey Kishter at 301-200-4616 ext. 111 or [LKishter@sponsorshipboost.com](mailto:LKishter@sponsorshipboost.com).