Electronic Marketing Kit

May 2019

Dear NSGC Annual Conference Exhibitor and Sponsor,

As a supporter of the NSGC 38th Annual Conference, taking place November 5-8, 2019, in Salt Lake City, Utah, we invite you to help us build awareness for this event. Don’t forget to invite your loyal customers to see your latest products and solutions first-hand at the conference. With your help, we can make this another successful Annual Conference and increase your exposure to genetic counseling professionals.

Below you will find marketing materials for your use in promoting the NSGC Annual Conference. When possible, please include a link to the Annual Conference homepage: http://www.nsgc.org/conference.

NSGC is grateful for your support and help in promoting this exciting event to your networks.

Questions? Contact Catherine Perkins at cperkins@nsgc.org or at 312.673.5817.

Sincerely,

Catherine Perkins
Event Services Manager
National Society of Genetic Counselors
Web-based Communications
Please use the following language when posting the NSGC event information to your website:

Description 1:

National Society of Genetic Counselors
38th Annual Conference
Our Profession Elevated
November 5 – 8, 2019 | Salt Lake City, Utah
http://www.nsgc.org/conference

Learn more and register today.

Description 2:

National Society of Genetic Counselors
38th Annual Conference
Our Profession Elevated
November 5 – 8, 2019 | Salt Lake City, Utah
http://www.nsgc.org/conference

Join the National Society of Genetic Counselors and more than 2,300 of your peers as we elevate our profession to new heights. The 38th Annual Conference has an agenda packed with diverse educational content and a variety of networking opportunities designed specifically for genetic counselors and other genetics professionals. Learn more about the education and networking opportunities — register by September 6 and save!

Blog Posting:

Join [insert COMPANY NAME] at the NSGC 38th Annual Conference, November 5-8 in Salt Lake City, Utah. Visit us at exhibit booth # [insert assigned number], where you can interact with our products and learn more about our latest offerings that can enhance your genetic counseling practice.

Register today and connect with your peers for learning, networking and best practice sharing at this exciting event. Sign up by September 6 to save on registration fees. Learn more about the Annual Conference by downloading the Preliminary Program today!
Email Signature

Include this email banner linked to the Annual Conference homepage (http://www.nsgc.org/conference) beneath your standard email signature to help spread the word about the event.

Register today at http://www.nsgc.org/conference | Early Registration Deadline: September 6
Email Promotional Message:

[Subject] Visit (insert COMPANY NAME) at the NSGC Annual Conference in Salt Lake City this November

[Body] Join (insert COMPANY NAME) at the NSGC 38th Annual Conference November 5-8, 2019, in Salt Lake City, Utah. Visit us at exhibit booth # (insert assigned number), where you can interact with our products and learn more about our latest offerings to enhance your genetic counseling practice.

Stop by our exhibit to explore our latest products and services:

- Product/Service
- Product/Service
- Product/Service

With the latest in innovative products, a notable slate of presenters, diverse educational sessions and exclusive networking opportunities, the Annual Conference is a must-attend event for genetic counseling and genomic professionals.

Highlights of the Annual Conference include:

- **Pre-conference Symposia**: Six in-depth, five-hour sessions to start your week (*additional registration fee applies*).
- **NEW! Post-conference Symposia**: Three in-depth, three and a half hour sessions to end your week (*additional registration fee applies*).
- **Plenary and educational breakout sessions** featuring a wide variety of topics that encompass all genetic counseling practice areas.
- **2-hour interactive workshops** that will employ skill-based, active learning to encourage interaction with other session attendees, and will allow you to expand or enhance your network while you learn.
- Making **new professional connections** and greeting old friends in session rooms, in the Exhibitor Suite, at the Welcome Reception, graduate program reunions, Special Interest Group (SIG) meetings and more!
- Learn how the profession has evolved as we celebrate NSGC’s 40th anniversary.

[Download the Preliminary Program](#) to learn more about the Annual Conference and register by September 6, 2019, to save on registration fees.

Sincerely,

[ENTER NAME]
Press Release:

For Immediate Release: [TODAY’S DATE], 2019

For More Information, Contact:
[EXHIBITOR or MARKETING/PR CONTACT NAME]
[COMPANY NAME]
PHONE NUMBER

[COMPANY NAME] — Featured Exhibitor at NSGC 38th Annual Conference

[COMPANY NAME] is pleased to announce that it will be a featured exhibitor at the NSGC 38th Annual Conference November 5-8, 2019 in Salt Lake City, Utah. The NSGC Annual Conference is the only national conference that focuses specifically on the education needs of genetic counselors.

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[COMPANY’S NAME] will be featured at exhibit booth number [#]. [OPTIONAL ADDITIONAL LINE OR TWO ABOUT COMPANY OR PRODUCT]. Visit the [COMPANY’S NAME] booth and to explore the exhibit hall for the latest products and services to launch your practice to success.

ADD COMPANY BOILERPLATE

About the National Society of Genetic Counselors
The National Society of Genetic Counselors (NSGC) is the leading voice, authority and advocate for the genetic counseling profession. The Society represents more than 3,500 genetic health professionals, most of whom provide direct patient care (totaling more than one million visits per year). Members are employed in a wide range of clinical care, academic, research and biotechnology settings, and are located in every state of the U.S. and internationally. The organization is committed to ensuring that the public has access to genetic counseling and genetic testing. For more information, visit www.nsgc.org.

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Social Media Blurbs
Use these prepared social media posts to help promote the 38th Annual Conference. Be sure to link your posts to http://www.nsgc.org/conference.

FACEBOOK AND/OR TWITTER (140 characters or less)

• Join [COMPANY NAME] along with thousands of genetic counseling professionals in Salt Lake City at NGSC’s 38th Annual Conference. #NSGC19

• Attend #NSGC19 to learn the latest research and developments in genetic counseling, genetics and genomics. Visit us at booth number [#].

• Meet [COMPANY NAME] at booth number [#] at #NSGC19 in Salt Lake City, November 5-8, for the premier education conference for genetic counseling professionals.

• Join [COMPANY NAME] at booth number [#] at #NSGC19 in Salt Lake City, UT, November 5-8. Register by September 6 to save!

FACEBOOK/LINKEDIN (140+ characters)

• Join [COMPANY NAME] along with thousands of genetic counselors November 5-8 in Salt Lake City, Utah, to educate yourself on the latest research and developments in genetic counseling, genetics and genomics. Register today for the NSGC 38th Annual Conference. Don’t forget to visit us at booth number [#]!

• Calling all genetic counseling professionals: Connect with your professional community to share insights and advance the future of genetic counseling, all while earning CEUs. Register today for the NSGC 38th Annual Conference. Don’t forget to visit us at booth number [#]!

• Attend the premier education conference for genetic counseling professionals November 5-8 in Salt Lake City, Utah. Register today for the NSGC 38th Annual Conference. Don’t forget to visit us at booth number [#]!

• Help elevate our profession to new heights at the NSGC 38th Annual Conference, November 5-8 in Salt Lake City, Utah. Don’t forget to visit us at booth number [#]!