



31st Annual SCIENTIFIC ASSEMBLY April 6–10, 2025 • Miami, FL



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We are excited to support the promotion of your activity, whether it's an add-on course, competition, or social/networking event, at AAEM's 31st Annual Scientific Assembly (AAEM25)! With numerous events planned, our goal is to ensure fair and effective promotion while maximizing attendance across all activities. To support your event's success, we have outlined the promotional efforts that will be provided by AAEM staff and ways you can independently enhance attendance and engagement.

Promotions Provided by AAEM Staff

AAEM25 Registration Emails: Each AAEM25 registration email will feature dedicated sections highlighting the conference's add-on courses, competitions, and social/networking events. This approach ensures that attendees are well-informed about these valuable opportunities to learn, connect, and engage, enhancing their overall conference experience.

Dedicated Email Blasts: AAEM staff will send three dedicated promotional emails for each category—add-on courses, competitions, and social/networking events—to our database of over 60,000 individuals. Each series of emails will focus exclusively on its respective category, ensuring all events are equally highlighted and receive fair representation.

Targeted Emails: Upon request, AAEM will send up to three emails to your target audience to promote registration and attendance for your event. To take advantage of this opportunity, event leaders must submit subject lines and content for these emails to their staff liaison by **end of day (EOD) February 7, 2025**, to receive the full three emails. Content submitted after February 7, 2025, will be eligible for two emails and content submitted after March 14, 2025, will be eligible for one email. Email scheduling will be managed based on resource availability to ensure timely and effective delivery.

Social Media Posts: AAEM will utilize its official social media accounts to promote add-on courses, competitions, and social/networking events through dedicated posts for each category. Individual events will not be highlighted in separate posts. Social media content will be scheduled and crafted at the discretion of AAEM staff to align with the broader promotional strategy.

Insights Newsletter and Common Sense Magazine: Each category of events—add-on courses, competitions, and social/networking events—will have its own dedicated promotion in AAEM's weekly *Insights* eNewsletter and bimonthly *Common Sense* magazine. This ensures equal visibility for each category. Individual events within these categories will not be featured separately in either publication.

Electronic Flyers: Upon request, AAEM staff can create a customized electronic flyer for your event. Each flyer will include the event name, time, location, a brief description (up to 100 words), and a QR code for registration. To ensure timely creation, requests must be submitted to your staff liaison by **EOD February 7, 2025**. If you have a specific photo(s) that you would like included on your flyer, please send it to your staff liaison for review and use.

On-Site Promotion: For social/networking events, a sign at the registration desk will display remaining ticket availability. Additional signage or promotional materials beyond this will not be permitted on-site. General mobile app push notifications will also be sent during the conference, at AAEM's discretion, to encourage attendees to register for social/networking events. Dedicated push notifications for individual events will not be provided.

Please Note: All creative materials will adhere to the 31st Annual Scientific Assembly brand standards to ensure consistency and professionalism.

How You Can Promote

We encourage you to take an active role in promoting your events. Below are some suggestions to get you started:

- Use your personal social media accounts to promote your event. Be sure to tag AAEM and AAEM/RSA in and use hashtag #AAEM25 in your posts for increased visibility.
- Feature event registration details in your group's newsletter, if applicable.
- Request an email list of your group's current members from your staff liaison and send personalized invitations/reminders.

Thank you for your cooperation and efforts to make this year's Scientific Assembly a success. If you have any questions or need further assistance, please feel free to contact us at info@aaem.org.