

## Utilize Social Media

Build your audience and drive traffic to your booth. Start spreading the word that you'll be at AONL—take advantage of these tools to make your time in San Antonio as productive as possible.

Use your influence with peers, customers and social media communities and invite them to join you at the 2022 event. Here are a couple of suggestions that you can use or add your own personalized touch.

We're joining @tweetAONL in San Antonio to support #NurseLeaders with solutions in [insert product/service] at #AONL2022. Come see us in booth #XXX.

Join us at the largest and most influential event for #NurseLeaders: the AONL Annual Conference on April 11-14 in San Antonio. We'll be in booth #XXX as part of an exhibit hall filled with new products and services to promote health across the care continuum.

Tag AONL using our handles

Twitter [@tweetAONL](#) | Facebook [@AONLNurses](#) | Instagram [@aonlnurseleaders](#)

LinkedIn [@American Organization of Nursing Leadership](#)

Download your complimentary "Visit Our Booth" graphics



[728x90 banner ad](#) | [300x250 banner ad](#) | [Twitter graphic](#) | [Facebook & LinkedIn graphic](#) | [Instagram graphic](#) | [Logos](#)

## Email Invitation

Spread the word about the AONL Annual Conference 2022 by sending an email invitation to colleagues. This template can be personalized and shared.

Subject: Join me at AONL 2022

Hi [first name],

As someone who is interested in supporting nurse leaders, I want to invite you to the AONL Annual Conference where nurse managers, directors and executives gather to discover new solutions to make their jobs healthier, faster and smarter.

This year, I'll be providing [insert solutions, products] at booth #XXX. Plus, the AONL Annual Conference is the largest and most influential event for nurse leaders, delivering opportunity and education. The conference provides a one-stop experience with new product and technology premiers, expert speakers covering current challenges and an exhibit hall filled with innovative solutions.

Check out AONL's website [here](#). I hope to see you there.

Sincerely,

[Your name]