



DELIVERING SOLUTIONS 24

AHCA/NCAL CONVENTION & EXPO

OCTOBER 6-9, 2024

ORLANDO, FL



EXHIBITOR

PRESS

KIT



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Social Media Guide

A Checklist to Expo Hall Success

Getting Started

- Conduct an evaluation of your exhibiting goals for Delivering Solutions '24.
- Assess different social channels to promote your presence at this year's show.
- Determine how you will incorporate messaging into these popular social channels. AHCA/NCAL frequently uses:

Twitter 

Facebook 

LinkedIn 

REMINDER: A live social media feed is featured on the homepage of the convention website. This allows convention website users to see what is happening on social media in connection with the convention and AHCA/NCAL.

To help facilitate meaningful conversations with attendees and business partners be sure to follow AHCA/NCAL on social media.

Implementing Strategy

- Promote brand awareness through pre-show outreach.

1. Add a message to your external communications for a big impact. Create your own or use one of the templated communications sent in this media kit.

EXAMPLE:

We are exhibiting at Delivering Solutions '24 on October 6-9, 2024 in Orlando, FL. Come visit us at booth [No. _].

Learn more at www.ahcadeliveringsolutions.org!

2. Share this message on your social media platforms.
Create your own or use one of the premade social posts included in this media kit.

EXAMPLE POST:



Meet us at booth [No. _] in Orlando, FL for the @ahcancal Delivering Solutions '24!

Learn more at: www.ahcadeliveringsolutions.org.

#deliveringsolutions24



- To connect with the right target market, use the hashtag: #deliveringsolutions24 (see post above for an example on how to properly use the hashtag).
- Through creative social media outreach, showcase what attendees can expect when they visit your booth.
 - a) What experts will be there?
 - b) What product demos will take place?
 - c) What other interactive experiences will happen in your booth?

EXAMPLE POST:

We are ready to take on industry challenges with our innovative solutions. Come visit us at the Orange County Convention Center in Orlando, FL for Delivering Solutions '24. We'll be there on October 6-9 at booth [No.]

For more information, go to www.ahcadeliveringsolutions.org

#deliveringsolutions24

Other Helpful Resources

- Before, during, and after the 4-day convention and expo, prepare to network and build valuable business relationships with a variety of professionals in the long term care industry.

Below is a list of resources to help make your convention experience the best possible.

- Review the pre-event registration list.
 - This is available 30 days before the start of convention.

- Utilize the mobile app.
 - Connect with attendees through private messaging.
- Make use of your current customers.
 - Invite current customers and build up those relationships.
- Share your plan with AHCA/NCAL to help facilitate reach for your booth.
 - Reach out to an AHCA/NCAL team member if you need information on opportunities - signage, exhibitors, attendees, the event, etc.

**SEE YOU IN
OCTOBER!**



Come celebrate our

75th Anniversary!



DELIVERING
SOLUTIONS 24

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AHCA
AMERICAN HEALTH CARE ASSOCIATION
NCAL
NATIONAL CENTER FOR ASSISTED LIVING

EXHIBITOR EMAIL CONVENTION PRESS RELEASE TEMPLATE

Subject Line Options (pick one based on your demographic/tone you want to convey):

- Exclusive Invitation: Join Us @ Delivering Solutions '24!
- Will you be there?
- Meet Us in Florida!
- Are you available for our meeting?
- Mark Your Calendars!

Body Copy:

Hi [Recipient's Name],

[Good morning/afternoon]!

[Your Company's Name] will be exhibiting at AHCA/NCAL's Delivering Solutions '24, from October 6-9 in Orlando, Florida! This annual convention & expo is the highlight of the year for the long-term care industry and we are thrilled to be able to invite you.

This highly anticipated event carries on the theme of 'Delivering Solutions' year to year to emphasize our commitment to improving the quality of life for residents in long term care and assisted living facilities.

We utilize this opportunity as a platform to showcase our latest initiatives, research findings, and advocacy efforts while also providing a unique opportunity for professionals in the industry to come together and share their expertise, ideas, and innovative approaches to delivering quality care.

We'd love the opportunity to meet with you to discuss our creative solutions and the value these could bring to your organization.

If you're interested in attending, go to the site linked [here](#) to register. If you register, be sure to let us know and we'll keep you posted with any information on the event as we get closer to the date.

We hope to see you there!

Thanks,
[Sender Name]

EMAIL SIGNATURE GRAPHICS

1



2



3



Click on each signature graphic to enlarge, right click & save to your desktop. These graphics can also be accessed through our [Exhibitor Service Center](#).

SOCIAL MEDIA POSTS

Free to Use

1



AHCA/NCAL'S ANNUAL CONVENTION & EXPO
DELIVERING SOLUTIONS '24
Visit our booth to learn more about how we can partner.

OCTOBER 6-9
2024

ORLANDO, FL

2



LET'S MEET

COME JOIN US AT AHCA/NCAL'S
DELIVERING SOLUTIONS '24!

OCTOBER 6-9
Orlando, FL

3



DELIVERING SOLUTIONS '24

VISIT US IN THE EXPO HALL

COME CHECK OUT OUR LATEST INITIATIVES,
RESEARCH FINDINGS, AND ADVOCACY
EFFORTS HELPING TO DELIVER QUALITY CARE.

OCT 6-9, 2024
ORLANDO, FL

4



AHCA NCAL
2024
DELIVERING SOLUTIONS
ANNUAL CONVENTION & EXPO

6-9
OCTOBER
EXPO HALL

REGISTER NOW

SALES@AHCA.ORG

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