

LAS VEGAS



EXHIBITOR PROMOTIONAL KIT

DELIVERING SOLUTIONS **25**

AHCA/NCAL CONVENTION & EXPO

OCTOBER 19-22, 2025 LAS VEGAS, NV

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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 '25.
- 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.

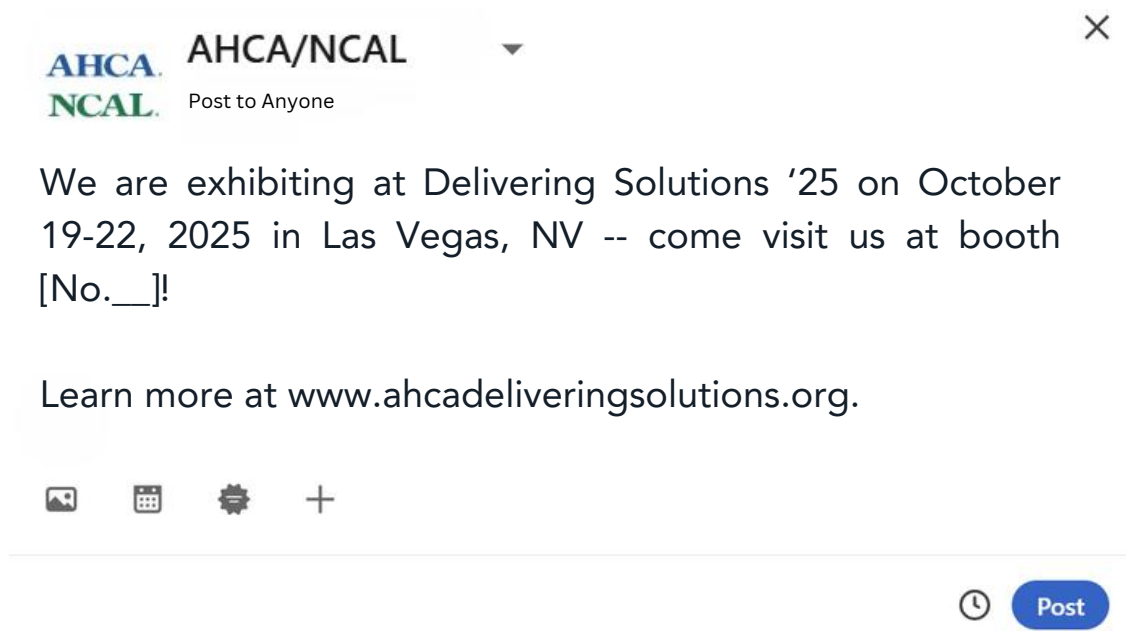
To help facilitate meaningful conversations with attendees and business partners be sure to follow AHCA/NCAL on social media.

Be sure to use the hashtag **#deliveringsolutions25** to have your social posts featured in the live feed!

Implementation 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.



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.

See an example post on the next page.



EXAMPLE POST:



Meet us at booth [No. _] in Las Vegas, NV for the @ahcancal Delivering Solutions '25!

Learn more at: www.ahcadeliveringsolutions.org.

#deliveringsolutions25



- To connect with the right target market, use the hashtag: #deliveringsolutions25 (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:



AHCA/NCAL
Post to Anyone

×

We are ready to take on industry challenges with our innovative solutions!

Come visit us at the Mandalay Bay Convention Center in Las Vegas, NV for Delivering Solutions '25. We'll be there on October 19-22 at booth [No.]

For more information, go to www.ahcadeliveringsolutions.org

#deliveringsolutions25



Post

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.



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

WE'RE
LAS VEGAS, NV
EXHIBITING
@ DELIVERING SOLUTIONS '25

COME VISIT OUR BOOTH
OCTOBER 19-22, 2025

Your one-stop... and evaluate integra...

A circular inset image shows a man in a suit pointing at a screen while a woman looks on. The background is dark blue with a pattern of small white dots.

2

FIND US IN THE EXPO HALL

WE'RE GOING TO
DELIVERING SOLUTIONS '25
LAS VEGAS, NV

OCT 19-22 | 2025

AHCA NCAL

A night-time aerial view of the Las Vegas Strip with the Flamingo Las Vegas in the foreground. The background is a vibrant orange-red gradient.

3

COME MEET US

@ DELIVERING SOLUTIONS '25

Visit our booth to learn more about how we can partner.

October 19-22, 2025
Las Vegas, NV

AHCA NCAL

A circular inset image shows two hands exchanging a business card. The background is dark blue with a pattern of small white dots.

4

JOIN US @ AHCA/NCAL'S
DELIVERING SOLUTIONS '25

FIND US IN THE EXPO HALL
OCTOBER 19-22, 2025
LAS VEGAS, NV

A photograph of a busy trade show floor with various booths and people. The background is a vibrant orange-red gradient.

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



for

DELIVERING

SOLUTIONS '25