

EXHIBITOR MEDIA KIT

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Exhibitor Social Media Guide

A Checklist to Expo Hall Success

Getting Started

- ☐ Conduct an evaluation of your exhibiting goals for Delivering Solutions 23'.
- ☐ 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 social media kit

EXAMPLE:

We are exhibiting at the Delivering Solutions 23' on October 1-4, 2023 in Denver, CO. 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 social media kit.

EXAMPLE POST:



Meet us at booth [No. _] in Denver, CO for the @ahcancal
Delivering Solutions 23'!

Learn more at: www.ahcadeliveringsolutions.org

#deliveringsolutions23



- ☐ To connect with the right target market, use the hashtag: #deliveringsolutions23 (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 Colorado Convention Center in Denver, CO for Delivering Solutions 23'. We'll be there on October 1-4 at booth [No.]

For more information, go to www.ahcadeliveringsolutions.org

#deliveringsolutions23

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 and around 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 sending private messages.
- Make use of your current customers.
 - Use your current customer base to make connections.
- 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 the other exhibitors, attendees, the event, etc.

**SEE YOU IN
OCTOBER!**

Exhibitor Email Convention Press Release Template

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

- We're going to Delivering Solutions 23'!
- Upcoming Convention & Expo
- Will you be there?
- Come meet us!
- Are you available for our meeting?

Body Copy:

Hi [Recipient's Name],

[Good morning/afternoon]

[Your Company's Name] will be exhibiting at the upcoming Delivering Solutions 23'

from October 1-4 in Denver, Colorado!

This year, the theme is 'Delivering Solutions' which emphasizes our commitment to improving the quality of life for residents in long term care and assisted living facilities. This annual event serves as a platform for us 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 innovative solutions and the value these could bring to your organization.

If you're interested in attending, go to the site linked below to register.

Delivering Solutions 23'

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]

CONVENTION 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](#).

CONVENTION SOCIAL POSTS

Free to Use

1



2



3



4



Click on each graphic to enlarge, right click & save to your desktop.
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