



Exhibitor Social Media Guide

A Checklist to Expo Hall Success

Getting Started

- ☐ 1. Conduct an evaluation of your exhibiting goals for AHCA/NCAL's Convention and Expo
- ☐ 2. Assess different social channels to promote your presence at this year's show
- ☐ 3. Determine how you will incorporate messaging into these popular social channels
AHCA/NCAL uses most frequently
 - a. Twitter
 - b. Facebook
 - c. LinkedIn

NEW THIS YEAR: A social media feed on the Convention website. The feed is featured on the homepage for 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

- ☐ 1. Promote brand awareness through pre-show outreach
 - a) **EXAMPLE POST:**

Meet us at booth [No.] in Washington, DC for the @ahcancal Convention & Expo! Learn more at: www.ahcaconvention.org #AHCANCAL21
 - b) **Add this message to your external communications for a BIG impact:**

We are exhibiting at the AHCA/NCAL Convention & Expo, October 11 – 12, 2021, at the Gaylord National Resort and Convention Center. Come visit us at booth [No.]. Learn more at: www.ahcaconvention.org.

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- ☐ 2. To connect with the right target market, use the hashtag: #AHCANCAL21
 - a) EXAMPLE POST:
Join us at the @ahcancal Convention & Expo, October 11 – 12 in Washington, DC where [Insert company name] will be unveiling <Insert announcement>. Meet us at booth [No.]
www.ahcaconvention.org#AHCANCAL21
- ☐ 3. 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?
 - d) EXAMPLE POST:
We are ready to take on industry challenges with our innovative solutions. Come visit us at the Gaylord Resort and Convention Center in National Harbor, MD for the AHCA/NCAL Convention & Expo. Visit us October 11 – 12 during the 390 minutes of dedicated expo hall time at booth [No.] www.ahcaconvention.org #AHCANCAL21

Helpful Resources

- ☐ 1. During the 4-day Convention and Expo prepare to network with long term care professionals. Networking resources:
 - a) Pre-event registration list, available 30 days before the start of Convention
 - b) Mobile app, connect with attendees through sending private messages
 - c) Current customers, use your current customers to make connections

Share your plan with AHCA/NCAL to help facilitate reach for your booth.

See you in October!