

## Get ready for SUNNY San Diego

The AHCA/NCAL Convention & Expo is where leading long term care and post-acute care professionals share ideas, learn the latest techniques, and network with one another. Start your pre-show outreach early to draw the right customers to your exhibit booth by a targeted promotion campaign and sharing helpful event information.

To reach the right customers, promote your tradeshow plans! How are you going to spend the **390 minutes** of dedicated Expo Hall time? Generate interests with: fun giveaways, useful demonstrations, in-booth leading experts, and other exciting promotional ideas.

Be sure to use social media to connect with attendees by posting on Facebook, Twitter, and/or LinkedIn and using the **official Convention hashtag: #AHCANCAL18**

Please login to the Exhibitor Service Center and download promotional graphic files for your digital media use. Two different themes are available for download, use one or both!



### EMAIL SIGNATURE LINE

**Start small and add this message to your outgoing e-mail signature for a BIG impact**

We are exhibiting at the AHCA/NCAL Convention & Expo, October 7 – 10, 2018, at the San Diego Convention Center in sunny San Diego, CA. Come visit us at booth [No. ].



### TWITTER

**Begin to reach your followers and AHCA/NCAL's too. Be sure to TWEET @ahcancal with OVER 9,600 followers to date!**

#### Sample Tweets

Meet us at booth [No. ] in SUNNY San Diego, CA for the @ahcancal Convention & Expo! Learn more at: [www.ahcaconvention.org](http://www.ahcaconvention.org) #AHCANCAL18

Break out your flip-flops we're heading to San Diego, CALIFORNIA for @ahcancal 's Convention & Expo. Visit us October 8 - 9 at booth [No. ] #AHCANCAL18 [www.ahcaconvention.org](http://www.ahcaconvention.org)

Join us during the 390 minutes of expo hall time at @ahcancal Convention & Expo in San Deigo, CA, as we unveil our latest [insert new product] at booth [No. ] [www.ahcaconvention.org](http://www.ahcaconvention.org) #AHCANCAL18

Preview our new offering at Booth [No. ] in the @ahcancal Expo Hall, October 8 - 9 [www.ahcaconvention.org](http://www.ahcaconvention.org) #AHCANCAL18

**Are you also sponsoring a specialized educational opportunity** i.e. NCAL Day, NFP Program and Reception, etc.? Be sure to promote your sponsorship on TWITTER before and during the constituency meeting.



## FACEBOOK

Be sure to TAG @ahcancal in your posts! OVER 5,000 followers!

### Sample Posts

Join us at the @ahcancal Convention & Expo, October 7 - 10 in San Diego, CA, where [Insert company name] will be unveiling <Insert announcement>. Meet us at booth [No. ] [www.ahcaconvention.org](http://www.ahcaconvention.org) #AHCANCAL18

Break out your flip-flops we're heading to San Diego, CALIFORNIA for @ahcancal 's Convention & Expo. Visit us October 8 - 9 during the 390 minutes of dedicated expo hall hours at booth [No. ] [www.ahcaconvention.org](http://www.ahcaconvention.org) #AHCANCAL18

Are you also sponsoring a specialized educational opportunity i.e. NCAL Day, Rehab Program, etc.? Be sure to promote your sponsorship on FACEBOOK before and during the constituency meeting.



## LINKEDIN

Post an article on LinkedIn promoting your presence at AHCA/NCAL's convention

### Suggestions

HEADLINES: AHCA/NCAL Convention & Expo OR Join Your LTC & Post-acute Peers in San Diego  
ARTICLE: Break out your flip-flops we're heading to San Diego, CALIFORNIA for AHCA Convention & Expo. Visit us October 8 - 9 during the 390 minutes of dedicated expo hall hours at booth [No. ] [www.ahcaconvention.org](http://www.ahcaconvention.org) #AHCANCAL18



## WEBSITE/ BLOG/ NEWSLETTER

This is an opportunity to write about your goals and theme of convention

### Sample Text Template:

[Insert company name] is ready to ENGAGE with experts, peers, and leaders at the UPCOMING AHCA/NCAL Convention & Expo, October 7 – 10. A MUST-ATTEND EVENT.

[Insert content about why you are attending Convention]

Come experience with us the best networking opportunity of 2018, be educated about critical content in sessions, and learn about recent advances within the LT/PAC field. With exhibitors from across the country, representing nearly every healthcare category, you are sure to find the solutions you need to improve and streamline your operations.

See you in San Diego!

Booth [No. ]

Register today at [www.ahcaconvention.org](http://www.ahcaconvention.org).