

Get ready for EXCITING Orlando

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

To reach the right customers, promote your tradeshow plans! How are you going to spend the 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 LinkedIn and using the **official Convention hashtag: #AHCANCAL19**

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 14 – 15, 2019, at the Orange County Convention Center in Orlando, FL. Come visit us at booth [No.].



TWITTER

Begin to reach your followers and AHCA/NCAL's too. Be sure to TWEET @ahcancal with OVER 10,300 followers to date!

Sample Tweets

Meet us at booth [No.] in Orlando, FL for the @ahcancal Convention & Expo! Learn more at: www.ahcaconvention.org #AHCANCAL19

Join us during the 390 minutes of expo hall time at @ahcancal Convention & Expo in Orlando, FL, as we unveil our latest [insert new product] at booth [No.] www.ahcaconvention.org #AHCANCAL19

Preview our new offering at Booth [No.] in the @ahcancal Expo Hall, October 14 – 15 www.ahcaconvention.org #AHCANCAL19

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 7,000 followers!

Sample Posts

Join us at the @ahcancal Convention & Expo, October 14 – 15 in Orlando, FL where [Insert company name] will be unveiling <Insert announcement>. Meet us at booth [No.] www.ahcaconvention.org #AHCANCAL19

We're heading to Orlando, FL for @ahcancal 's Convention & Expo. Visit us October 14 – 15 during the 390 minutes of dedicated expo hall hours at booth [No.] www.ahcaconvention.org #AHCANCAL19

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

Join Your Long Term & Post-Acute Care Partners in Orlando, FL

ARTICLE: We are ready to take on industry challenges with our innovative solutions. Come visit us in Orlando, FL for the AHCA Convention & Expo. Visit us October 14 – 15 during the 390 minutes of dedicated expo hall hours at booth [No.] 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 13 – 16. A MUST-ATTEND EVENT.

[Insert content about why you are attending Convention]

Come experience with us the best networking opportunity of 2019, 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 Orlando!

Booth [No.]

Register today at www.ahcaconvention.org.