

*The Alliance*

# Conference and Events Participation Guide

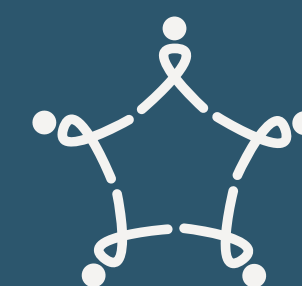
## REPRESENTING THE ALLIANCE COMMUNITY AT CONFERENCES AND EVENTS

Alliance conferences and events are more than gatherings – they are where the care at home community comes together to exchange ideas, build relationships, and shape the future of care.

As a partner, you play a visible role in how the Alliance shows up. Every touchpoint – from your booth presence to your social posts – contributes to a shared, cohesive experience.

Whether at the booth, participating in a session, connecting with peers, or sharing insights online, every interaction contributes to how the Alliance shows up as a community. This guide provides simple ways to represent the spirit of the Alliance while participating in our events.

Together, we create an experience that feels welcoming, thoughtful, and forward-looking – reflecting our shared mission of advancing care in the home.



**National Alliance  
for Care at Home**

# Our name, our experiences.

We are the *Alliance*.

When referring to the organization in any context – conversation, captions, or on-stage mentions – use either:

- **the Alliance**
- or the full name: **National Alliance for Care at Home**

This consistent naming reflects who we are today as a community, the impact we've built in recent years, and the future we're continuing to shape together across care at home.

When posting on social, **please be sure to tag the Alliance every time:**

- **LinkedIn:** National Alliance for Care at Home
- **Instagram:** @TheAllianceHome
- **Facebook:** @TheAllianceHome
- **X:** @TheAllianceHome

Please also use the **official event hashtag** when sharing content:

**#AllianceSummit2026,**  
**#AllianceAdvocacyWeek,** or  
**#AllianceAnnualMeeting**

Accurate naming and tagging ensure your content is discoverable, connected, and helps amplify the reach of the broader Alliance community.



# Using Alliance Social Graphics

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**To support a cohesive event presence, the Alliance provides pre-approved social graphics for download. These graphics are designed to keep content brand aligned while giving you space to share your perspective and voice.**

Using these graphics helps ensure the event conversation is cohesive and recognizable so our community can build momentum – while still allowing every organization to contribute its own perspective.



# Exhibitor Sample Post

Excited to be exhibiting at the **National Alliance for Care at Home #EVENT** alongside an incredible community working across home-based care.

It's always valuable to connect directly with attendees, share what we're working on to support them, and learn more about the challenges and opportunities shaping care delivery today.

**If you're attending, stop by Booth #[X] and say hello – we'd love to connect and hear what's top of mind for you this year.**



# Supporter Sample Post

Proud to be supporting the **National Alliance for Care at Home #EVENT**, standing alongside the care at home community.

We're looking forward to connecting with attendees, engaging in meaningful conversations, and helping propel the important work happening across our field.

**If you see us around, be sure to say hello – we'd love to connect.**



# Conference Participation Checklist

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Before the event, we encourage partners to prepare a few simple resources to help you participate fully in the experience.

## BEFORE THE CONFERENCE

- Download** Alliance social media templates
- Prepare** a few posts announcing your attendance or participation
- Review** event hashtags or tagging guidance
- Coordinate** with your internal team about what you plan to share

## DURING THE CONFERENCE

- Share** updates, booth moments, or attendee engagement highlights
- Capture** photos of booth activity, conversations, or collaboration moments
- Connect** with fellow attendees and partners
- Introduce** your organization to new attendees

## AFTER THE CONFERENCE

- Share** key takeaways or reflections
- Highlight** new collaborations or connections made
- Continue** conversations with attendees and contacts made during the event
- Reflect** on how insights from the event can inform your work going forward



Remember to always tag the Alliance and use event hashtags when posting!

# Questions or Additional Support

For questions, the Alliance marketing team is here to help.

**Alliance Marketing Department**

[marketing@allianceforcareathome.org](mailto:marketing@allianceforcareathome.org)



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