

The Alliance

Conference and Events Participation Guide

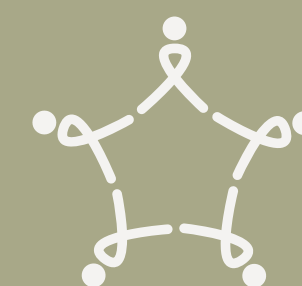
REPRESENTING THE ALLIANCE COMMUNITY AT CONFERENCES AND EVENTS

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

As an attendee or faculty member, your voice contributes to how the broader community experiences and learns from these moments.

Whether 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 2026 conferences and 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**

Sharing the Event Conversation

Alliance events are designed to connect our community for more than just a few days. Sharing insights and perspectives helps bring the experience to a broader audience.

The Alliance encourages posting before, during, and after its events.

Why? Because the Alliance sits at the center of gravity for care at home – a place where providers, innovators, policymakers, and advocates come together to shape the future of the field. When members and partners share their perspectives, it showcases the depth of expertise and energy within this community.

Every post helps highlight the incredible work happening across care at home and the people driving it forward.

Think of social sharing as an extension of the conversations happening in hallways, sessions, and coffee breaks. And an expansion of network and community long after the event has concluded. The more we share, the more we connect.

And yes, feel free to have a little fun with it.

WHAT TO SHARE

You may consider sharing:

- Insights from sessions or panels
- Key ideas or quotes from speakers
- Moments of collaboration with fellow attendees
- Photos from the event experience
- Reflections on the future of care at home

Posts should reflect your own perspective while contributing to the broader conversation.







Using Alliance Social Graphics

To make participation easy, the Alliance provides pre-approved social graphics for download to partners and attendees.

Using these graphics helps ensure the event conversation feels cohesive, recognizable, and unmistakably Alliance, while still allowing you and your organization to contribute your unique perspective.

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



Faculty Sample Post

Honored to be participating as faculty at the **National Alliance for Care at Home #EVENT** and joining leaders across the care at home community.

Looking forward to sharing insights, engaging in thoughtful conversations, and connecting with peers around the opportunities and challenges shaping care delivery today. Events like this create a meaningful space for collaboration, learning, and progress across the field.

Excited to be part of this year's program.

The large mockup shows a social media post with a white background. At the top left is a profile picture icon and a horizontal line representing a name. At the top right are three dots representing a menu. The main content is a graphic with a white top section containing the text "I'm Speaking!" in a large, bold font, with a quote icon above it. Below this is a placeholder for a headshot and text: "[Name] [Title, Organization] [event name] [dates, location]". The bottom section of the graphic is dark blue with white and green text: "2026 Finance and Technology Summit", "BOSTON, MA | JULY 12-14", "BOSTON MARRIOTT COPLEY PLACE", and the National Alliance for Care at Home logo. Below the graphic are three horizontal lines representing a caption.

This small mockup features a dark blue background with a white and green wave graphic on the right. It includes the text "I'm Speaking!", "2026 Finance and Technology Summit", "BOSTON, MA | JULY 12-14", "BOSTON MARRIOTT COPLEY PLACE", and the National Alliance for Care at Home logo.

This small mockup features a white background with a red and orange wave graphic on the right. It includes the text "I'm Speaking!", "2026 Annual Meeting & Exposition", "WASHINGTON, DC | OCTOBER 27-30", "WALTER E. WASHINGTON CONVENTION CENTER", and the National Alliance for Care at Home logo.

This small mockup features a dark red background with a white and orange wave graphic on the right. It includes the text "I'm Speaking!", "2026 Annual Meeting & Exposition", "WASHINGTON, DC | OCTOBER 27-30", "WALTER E. WASHINGTON CONVENTION CENTER", and the National Alliance for Care at Home logo.

Attendee Sample Post

Excited to be attending the **National Alliance for Care at Home #EVENT** this year and joining professionals from across the care at home community.

Looking forward to learning from industry leaders, connecting with peers, and gaining new perspectives on the issues shaping care delivery today. This event is always a valuable opportunity to build relationships, exchange ideas, and be part of the future of care at home.

See you there.

The main graphic features a dark blue background with a large white quote icon and the text "I'm Attending!". Below this, it reads "2026 Finance and Technology Summit" in white, followed by "BOSTON, MA | JULY 12-14" and "BOSTON MARRIOTT COPLEY PLACE" in yellow. The National Alliance for Care at Home logo is in the bottom right corner. The graphic is framed by a white border with a profile icon and a menu icon at the top, and a red dot, grey dots, and a horizontal bar at the bottom.

A dark blue session highlight graphic with a white quote icon and the text "I'm Attending!". It includes a [Session Title] and [text placeholder] followed by "Aximporeium aut fuga. Nam, ab ipsus vent. Namus ea consequi cusdaeculla quodit vendae." in white. The event details "2026 Finance and Technology Summit" and "BOSTON, MA | JULY 12-14" are in white, with the National Alliance for Care at Home logo in the bottom right.

A dark red session highlight graphic with a white quote icon and the text "I'm Attending!". It includes a [Session Title] and [text placeholder] followed by "Aximporeium aut fuga. Nam, ab ipsus vent. Namus ea consequi cusdaeculla quodit vendae." in white. The event details "2026 Annual Meeting & Exposition" and "WASHINGTON, DC | OCTOBER 27-30" are in white, with the National Alliance for Care at Home logo in the bottom right.

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Conference Participation Checklist

Before the event, we encourage partners and attendees 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** insights or highlights from sessions
- Capture** photos of collaboration moments
- Connect** with fellow attendees
- Introduce** yourself to new attendees

AFTER THE CONFERENCE

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



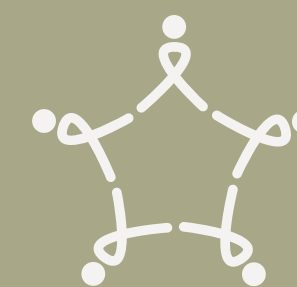
Remember to always tag the Alliance and use the event hashtag when posting!

Questions or Additional Support

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

Alliance Marketing Department

marketing@allianceforcareathome.org



**National Alliance
for Care at Home**