



2026 IHCA **EXHIBITOR MARKETING + SOCIAL MEDIA TOOLKIT**

Iowa Health Care Association

Sample Posts | Graphics | Color Palettes

WELCOME

We're thrilled to welcome you as an exhibitor at the Iowa Health Care Association's 2026 Convention and Trade Show! This year's theme — **In Your Corner** — celebrates the commitment at the heart of long-term care. Every day, our members are in the corner of the individuals they care for, and IHCA is proud to be in the corner of the providers who make that care possible.

The Trade Show takes place Monday, Sept. 14, at the Des Moines Marriott Downtown, bringing together long-term care professionals from across the state for three days of education, networking and celebration.

This toolkit is designed to help you **promote your booth, drive traffic and engage with attendees before and during the event**. Use the sample posts, graphics and branding resources to easily share your participation and make the most of your presence at this year's Convention and Trade Show.

How to use this toolkit

Promote your presence: Share the included graphics and sample posts on your social media platforms.

Customize your content: Add your booth number and logo using the editable Canva templates.

Drive booth traffic: Get attendees excited to visit your space with clear calls to action and engaging visuals.

Tag and follow IHCA: Engage with IHCA's accounts and join the conversation using the official hashtag.

SOCIAL MEDIA

Official hashtag + social media handles

Event hashtag: #IHCAConvention2026

IHCA social media:

- Facebook: [@WeAreIowaHealthCare](#)
- X (Twitter): [@WeRlaHealthCare](#)
- LinkedIn: [Iowa Health Care Association](#)
- Instagram: [@iowahealthcare](#)

Sample social media posts

These posts are ready to use — just add your booth number or personalize them to reflect your brand!

Facebook/LinkedIn

Post 1:

We're excited to be an exhibitor at the IHCA 2026 Convention and Trade Show! Join us Monday, Sept. 14, at the Des Moines Marriott Downtown and stop by Booth [#] to learn more about how we support Iowa's long-term care providers. We'll see you there! #IHCAConvention2026

Post 2:

We're getting in the ring for the IHCA 2026 Convention and Trade Show! Stop by Booth [#] on Monday, Sept. 14, to connect with our team and learn how we're proud to be In Your Corner. #IHCAConvention2026

Post 3:

We'll be at the IHCA 2026 Convention and Trade Show! Stop by Booth [#] on Monday, Sept. 14, to meet our team, connect and see what we have to offer Iowa's long-term care providers. See you in Des Moines! #IHCAConvention2026

Social media graphics

Non-editable PNGs

Three 1080 x 1080 px graphics are included in your ZIP file to promote your participation as an exhibitor at IHCA's 2026 Convention and Trade Show. These ready-to-use graphics are perfect for quickly sharing your participation on your social media pages.

Editable Canva templates

Use the editable Canva versions to add your logo and booth number. Click the links below to access the Canva templates. Please note, if you don't already have a Canva account, you'll be prompted to create a free account.

- **[“Exhibitor”](#)** editable Canva templates with placeholders for booth number and company logo
- **[“We Are Exhibiting”](#)** editable Canva templates with placeholders for booth number, company logo and **booth photo or headshot**

BRAND ASSETS + GUIDELINES

Branding assets

Your ZIP file includes:

- IHCA logos
- 2026 Convention & Trade Show logos



Logo usage guidelines

Minimum size

For print, the logo should never appear smaller than 1 inch wide. For digital use, the logo should be at least 150 pixels wide to maintain readability.

Resolution

Use vector (EPS) versions for print to ensure sharpness at any size. For web or screen use, use PNG files for optimal clarity.

Background control

Always place the logo on a solid, contrasting background to maintain legibility. Use the reversed (white) logo when placed on dark backgrounds.

Do not alter

- Do not stretch, skew or rotate the logo.
- Do not change the colors or apply effects (e.g., drop shadows).
- Do not place the logo within a shape or add unapproved text.

File types

- EPS: Preferred for print and large-scale materials.
- PNG: Best for digital use with transparent backgrounds.
- JPG: Acceptable for digital use on light backgrounds (not transparent).

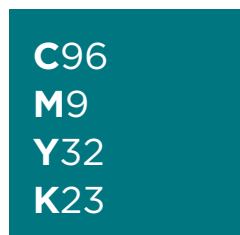


COLOR PALETTES

PRIMARY IHCA COLOR PALETTE



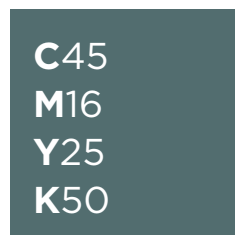
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Y9
K56
R0 | G46 | B93
HEX #002E5D
PMS 648



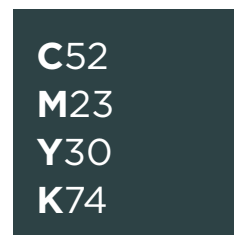
C96
M9
Y32
K23
R0 | G118 | B129
HEX #007681
PMS 7474



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M1
Y100
K20
R122 | G154 | B0
HEX #7A9A01
PMS 377



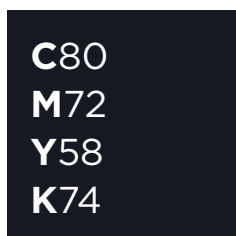
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Y25
K50
R113 | G144 | B125
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PMS 444



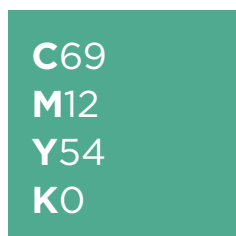
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M23
Y30
K74
R80 | G87 | B89
HEX #505759
PMS 445

IHCA 2026 CONVENTION COLOR PALETTE

PRIMARY



C80
M72
Y58
K74
R22 | G25 | B34
HEX #161922

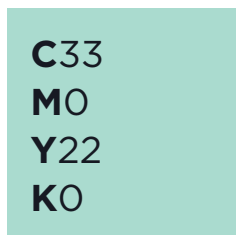


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Y54
K0
R80 | G170 | B143
HEX #50AA8F

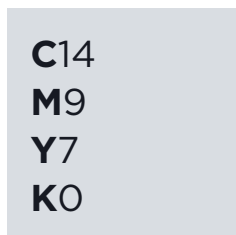


C0
M100
Y100
K0
R237 | G28 | B36
HEX #ED1C24

ACCENT



C33
M0
Y22
K0
R170 | G219 | B207
HEX #AADBCF



C14
M9
Y7
K0
R217 | G221 | B226
HEX #D9DDE2



C22
M31
Y68
K1
R201 | G169 | B106
HEX #C9A96A