

# ALLIANCE NORTHWEST

Where Government & Business Connect



# Event Overview

40<sup>th</sup> year!!

March 26, 2026

8:00 a.m. – 4:00 p.m.

*Optional Ready Room and Reception March 25<sup>th</sup>*

Greater Tacoma Convention Center

[www.alliancenorthwest.org](http://www.alliancenorthwest.org)

# Event Overview

1000+ expected attendees

Almost 200 exhibitors

12+ Breakout sessions

Prescheduled one to one matchmaking meetings

Breakfast with

**Dr. Adrian Thompson**, Chief Equity & Performance Officer,  
Washington State Department of Enterprise Services speaker

Lunch with

**James R. Mismash**, Deputy Assistant Secretary of War for Industrial Base Growth and  
Director of Small Business Programs (OSBP)

**Khalil Mack**, Deputy Director of the Office of Industrial Base Growth

# Know Before

- [Parking and transit](#)
  - Paid parking, download the flowbird app
  - Use Sound Transit
- Sponsors and Exhibitors
  - Loading dock on Market street directly into the 5<sup>th</sup> trade floor, will be open
    - Load in 3/25 15-5pm, 3/26 6-8am
    - Load out 3/26 4-6 pm
- Bring a bottle to fill, water bubblers and fountains available through out the venue.
- The venue is carpeted still wear comfy shoes

# Event app

The event app is open now and remains open for the rest of the year

- Directly link <https://app.swapcard.com/event/alliance-northwest-2026>
- We encourage downloading the Swapcard app available: [Apple](#) or [Google](#)

On the app

- View the live agenda: recordings and resources posted after the event
- Sponsor and Exhibitor booths with information and resources
- Search and message participants
- Plan your day including schedule meetings if you chose to participate
- Venue Map
- Download contacts post-event

This replaces printed programs and expands your reach

# Complete Your Profile

Every person has an individual profile

Your profile should include:

- Professional headshot
- Title and company
- Clear description of services
- Certifications/designations
- Core competencies
- Link to your Capabilities Statement/  
Marketing Link
- Only complete the fields applicable to  
your organization

Think of it as your digital introduction.



A screenshot of the swapcard website interface for the Alliance Northwest 2026 event. The page shows a user profile for Marnie Tyson, Program Manager at Washington APEX Accelerator. A red circle highlights the "Edit" button next to her profile picture. Below the profile, there are links for "Help Desk" and "APEX Accelerators Gold Sponsors". The main navigation bar includes "Home", "Sponsors", "Speakers", "Exhibitors", "Attendees", "Preparing", and "Help Desk". A red arrow points to the user profile icon in the top right corner. A mobile app interface is overlaid on the right side, showing the user's name "Marnie Tyson", a 65% profile completion progress bar, and a "Complete profile" button, all circled in red. The mobile app also shows navigation options like "My contacts", "My schedule", and "My bookmarks", and a list of services including "Event Studio", "Settings", "Contact app support", "Resource center", "Legal", and "Log out".

# Schedule and Meetings

## In My Schedule

- You can review the sessions you plan to attend or watch later
- Adjust your availability for meetings
- Manage your meetings

My profile My contacts My schedule My bookmarks

**View**

- Schedule
- Meetings only

Drop in for support Featuring hands and speakers Sit with an APEX advisor

Manage my meeting availability

Team's meetings

Time zone and format

**Thursday, March 26, 2026**

10:00 AM - 10:10 AM **Unavailable for a meeting**  
[Make available](#)

10:10 AM - 10:20 AM **Available for a meeting**  
[Make unavailable](#)

10:20 AM - 10:30 AM **Available for a meeting**  
[Make unavailable](#)

swapcard | APEX Accelerators > Alliance Northwest 2026  
[Edit event](#)

Home Sponsors Speakers Exhibitors Attendees Preparing Home

My profile My contacts My schedule My bookmarks

**View**

- Schedule
- Meetings only

Manage my meeting availability

Team's meetings

Time zone and format

Connect Google Calendar

Export to my calendar

**Wed 25**

**4:00 PM - 6:30 PM**  
[View time conflicts](#)

**Ready Room**

Drop in for support Featuring hands and speakers Sit with an APEX advisor

5th Floor

General Session

Networking

**5:30 PM - 7:30 PM**  
[View time conflicts](#)

**Evening Reception**

Casual networking with food and drinks

5th Floor

**Marnie Tyson**

65%

[Complete profile](#)

My contacts My schedule My bookmarks

**APEX Accelerators**

Event Studio

Settings

Contact app support

# Complete Your Booth

Every Sponsor and Exhibitor has a booth profile  
Booth profile could include:

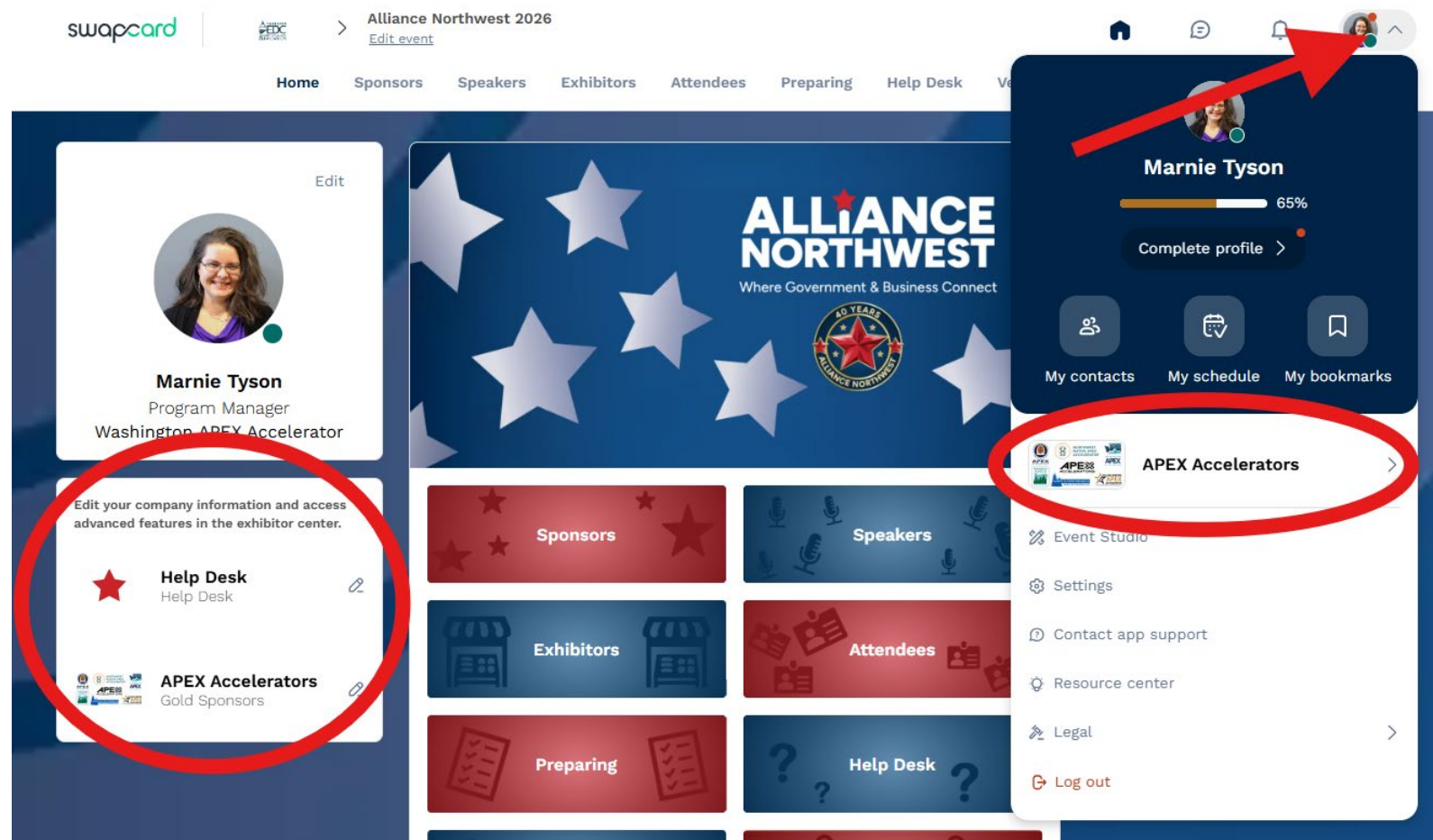
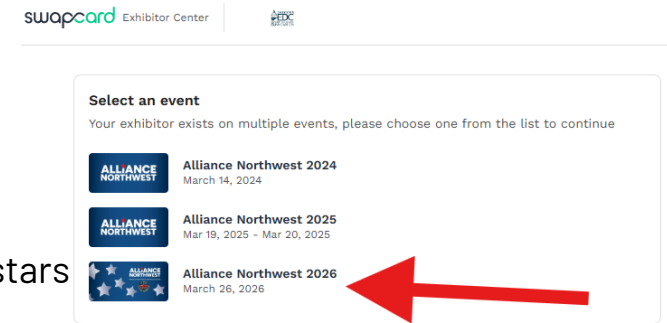
- Logo
- Background
- Header video
- Vertical banner
- Linked documents
- Description
- Your team
- Speaking Sessions

In the exhibitor center

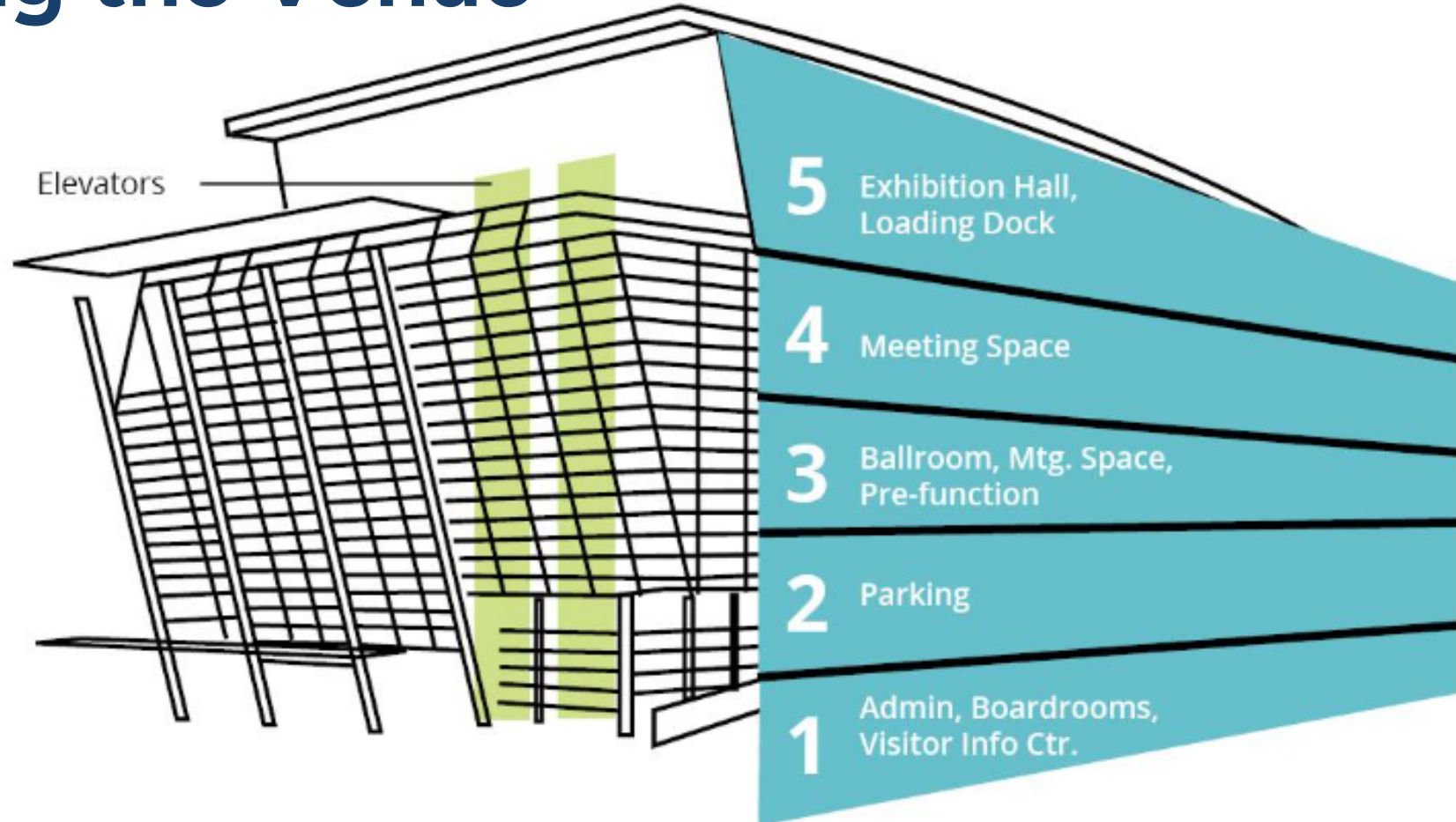
- Update your overview and links
- Download your team's contacts
- Download your booth's leads
- Manage your team's meetings



If this is not your first  
Alliance Northwest,  
Pick the one with the stars



# Navigating the Venue





# Post Event

Let us know how the event went for you on the Post -Event Survey

Meet with your APEX Accelerator Advisor to discuss how to leverage what you learned and who you met at the event to grow your business.

Thank You!

[www.alliancenorthwest.org](http://www.alliancenorthwest.org)

[www.washingtonapex.org](http://www.washingtonapex.org)