

2022 AAPC REGIONAL CONFERENCE



EXHIBITOR PROSPECTUS



Hybrid Event
August 3-5, 2022

- In-person - Denver, CO
- Online - Anywhere

EXHIBITOR & SPONSOR OPPORTUNITY



GAYLORD, ROCKIES RESORT & CONVENTION CENTER
DENVER, CO | AUGUST 3-5, 2022

Exhibitor Benefits

We encourage our attendees to visit and learn about each exhibiting booth. With over 6 hours of face time, you'll:

- Reach a specialized audience of coding, auditing, revenue management, and compliance professionals
- Interact with key decision-makers and strong influencers
- Be strategically placed in the middle of the action with attendees
- Have the option to connect with all attendees on our virtual platform for the max amount of leads

**Exhibitors are guaranteed 6 hours of exhibiting time. In addition to the dedicated exhibit hours, attendees are encouraged to visit the Exhibit Hall during scheduled breaks. Schedule details will be provided closer to event dates.*

Dear Exhibitor,

You're invited to exhibit at AAPC's 2022 HEALTHCON Regional Conference. We're excited for this hybrid event, where you can present your products and services to conference attendees both in-person and online.

Why Exhibit With AAPC?

AAPC conferences give you the opportunity to target the healthcare industry's most influential professionals. As an exhibitor, you will meet important decision makers who have purchasing power for their respective companies. You will connect, network, and reach the people who matter most to your business, up to 500 live and 700+ virtual attendees!

2021 VIRTUAL BOOTH RESULTS

1,400+ users made **19,000** connections during **2,000** conversations



900



average requests for information per booth

| BENEFITS | HYBRID | IN-PERSON | VIRTUAL |
|---|--------|-----------|---------|
| Two exhibitor badges will be offered with purchase of booth, (1) includes full registration, (2) is Exhibit Hall access only access (with upgrade option). | ✓ | ✓ | ✓ |
| Company listing and hyperlink on aapc.com/Denver . | ✓ | ✓ | ✓ |
| Recognition in HEALTHCON Regional Conference Program. | ✓ | ✓ | ✓ |
| Meals included during conference schedule times. | ✓ | ✓ | ✗ |
| (1) 6' Table and (2) Chairs in Exhibit Hall | ✓ | ✓ | ✗ |
| Medium size virtual booth in conference app – includes information to schedule meetings and links for profile. AAPC will work with vendor to build virtual booth. | ✓ | ✗ | ✓ |
| Location information for each exhibitor booth available to in-person attendees. | ✓ | ✓ | ✗ |
| Conference app tracks attendees joining demos and requests for meetings. AAPC will provide attendee information post-conference. | ✓ | ✗ | ✓ |
| Post prizes with the "Demos & Giveaways" chat wall on conference app to boost engagement | ✓ | ✗ | ✓ |

About AAPC

AAPC is the nation's largest training and certification association for the business of healthcare, with 200,000+ members. We offer training, certification, employment resources, and continuing education through local chapters, workshops, webinars, publications, and conferences. We reach a powerful audience of professional coding and billing staff, university management, physicians, nurses, insurance payers, consultants, educators, accountants, and those dealing with legal issues related to the business of healthcare.

Attendee Profile

Professionals across the entire industry attend our conference. Here are some of the titles of who will be in attendance:

- Claim reviewer
- Coding manager
- Compliance officer
- Consultant
- Educator
- Insurance manager
- Medical records supervisor
- Office manager
- Physician
- Practice administrator
- Reimbursement manager
- Supervisor

AAPC members and regional conference attendees rely on current information, products, and services to remain on the cutting edge in their profession. The Exhibit Hall provides every attendee with the opportunity to observe new products, publications, and tools, as well as speak directly to a company's representatives. Our attendees are particularly interested in:

- APCs
- Coding software
- Periodicals
- Auditing services
- Compliance issues
- Production efficiency
- Billing services
- Government regulations
- Training services
- Higher education
- Training techniques
- Coding literature
- Instructional aids
- CMS guidelines



Sponsorship Opportunities

For increased exposure and impact, take advantage of the following sponsorship opportunities:

| | |
|---------------------------------|-----------------------|
| Attendee Meals | \$1,500 (4 available) |
| Full-page Conference Program Ad | \$500 |
| Half-page Conference Program Ad | \$250 |
| Registration Bag Swag Item | \$350 |
| Registration Bag Ad Insert | \$350 |
| Registration Tote Bag | \$5000 |

Attendee Meals

All meals are served in the Exhibit Hall. Your company will be in the limelight sponsoring the meal events. You may distribute marketing materials at each meal you sponsor, and your company name will be featured on a placard, highlighting your sponsorship of the meal.

Conference Program

Placing a display advertisement in the conference program is a valuable way to alert attendees to your company's products and services. The printed area is 5" x 8" for a full-page ad and 5" x 4" for a half-page ad. Each advertisement will be printed in color. To be featured in the program, you must submit your company logo and description — not to exceed 50 words — by June 30, 2022.

Registration Bag Swag Item/Ad Insert

Placing a swag item (e.g., a pen with your logo on it) or marketing asset in each attendee's bag is a sure way for them to remember your company's presence. Limit 1 swag item and 1 insert per vendor.

Sponsor Tote Bag

Your company logo will be prominently displayed on the conference tote bag that will be distributed to both in-person and virtual attendees.

Sponsorship Deadline

All sponsors must submit their logo and 50-word company description by June 30, 2022. If artwork is not received by this deadline, only the company name will be placed on the designated item and signage.

Logo Specifications

All sponsors must submit their logo in vector artwork with fonts converted to outlines. Artwork must be created in Illustrator CS4 (or newer) formats, Corel Draw, or Freehand. Fonts must be converted to outlines and saved as an .eps file.

Artwork Specifications

| Full Page | Half Page |
|--|---|
| Trim Size: 5.5" x 8.5" (0.125" Bleed) | Trim Size: 4.65" x 3.375" (No Bleed) |

AAPC will accept artwork in the following formats:

| Preferred digital files | Accepted digital files |
|---|---|
| Acrobat PDF, created greyscale with high-resolution images (300 dpi.), press-optimized format, and all images and fonts embedded. | InDesign or Illustrator CS4 (or newer). InDesign files must include graphics and fonts. Illustrator files must have fonts turned to outlines. Any other format will be returned as unusable. <i>All ads are subject to AAPC approval.</i> |

Exhibit Contract

PAGE 1 OF 2

The deadline for exhibitor registration is **June 30, 2022**. Due to limited space, you MUST register early to reserve your spot.

2022 HEALTHCON REGIONAL | DENVER, CO | AUGUST 3-5, 2022

COMPANY (as you want it listed on website and program)

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

TELEPHONE _____ EMAIL _____

WEBSITE (LINK FROM AAPC.COM/DENVER) _____

Rental Information

Hybrid Exhibitors (In-Person & Virtual)

6-foot Table Rental Booth and Virtual Booth | **\$2,500**

Upgrade Exhibitor Badge to Full Registration
(to include sessions)

\$300 IN-PERSON
\$300 VIRTUAL

In-Person Only Exhibitors

6-foot Table Rental Booth | **\$1,500**

Upgrade Exhibitor Badge to Full Registration
(to include sessions) | **\$300 IN-PERSON**

Virtual Only Exhibitors

Virtual Booth | **\$1,500**

Upgrade Exhibitor Badge to Full Registration
(to include sessions) | **\$300 VIRTUAL**

Sponsorship Opportunities

Attendee Meals | **\$1,500**

Conference Program Full-Page Ad | **\$500**

Conference Program Half-Page Ad | **\$250**

Registration Bag Swag Item | **\$350**

Registration Bag Insert | **\$350**

Registration Tote Bag Sponsorship | **\$5,000**

Exhibit Contract

PAGE 2 OF 2

By signing below, you acknowledge AAPC Terms and Conditions:

Payments are due to AAPC upon invoice and are considered late after (30) days. Cancellations received prior to July 1, 2022, will forfeit nonrefundable deposit. No refunds will be issued after July 1, 2022.

In the event that AAPC is forced to move this event to a fully virtual platform, or through any means other than in-person exhibiting, based on circumstances beyond its reasonable control, such as acts of God, disease, epidemic, pandemic, government-imposed orders, limitations, or restrictions, travel restrictions, war, acts of domestic terrorism, strikes or similar circumstances, make it illegal or impossible to host the conference live, the terms of this Agreement shall be supplemented by the terms in this paragraph: AAPC agrees to provide a reliable technology platform suitable for both attendees and exhibitor use, and to ensure there are no damages resulting from use of the platform. AAPC shall be responsible for training exhibitor on the use of the virtual platform to enhance attendee engagement virtually. Either party may be excused from performance without liability if the Event is believed to likely impair performance under this Agreement, the impacted party will promptly notify the other party in writing. The parties will negotiate in good faith to amend this Agreement but if the parties are unable to reach a mutually agreeable resolution, the impacted party may terminate this Agreement upon written notice.

RESEVERED BY

SIGNATURE: _____

PRINT NAME: _____

DATE: _____

MAKE CHECK PAYABLE TO AAPC

PAYMENT MAILING ADDRESS:
AAPC
PO BOX 639237
CINCINNATI, OH 45263 - 9327

CREDIT CARD PAYMENT

Submit completed contract to Michelle Miller who will contact you for payment information

Michelle Miller

Phone: 385-207-2317

Email: michelle.miller@aapc.com

A \$500 non-refundable deposit is required for each exhibit space

BALANCE DUE: \$_____

(Remaining balance due by July 1, 2022.)



Thank you for your
interest in exhibiting
with **AAPC!**

Denver, CO
August 3-5, 2022



2233 S Presidents Dr., Suite F
Salt Lake City, UT 84120

Contact:

Michelle Miller

385-207-2317

michelle.miller@aapc.com

www.aapc.com