

2021 AAPC REGIONAL CONFERENCE



EXHIBITOR PROSPECTUS



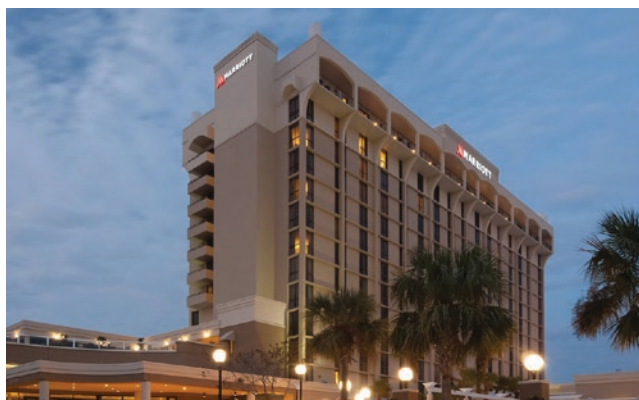
Hybrid Event

October 4-6, 2021

• In person - Charleston, S.C.

• Online - Anywhere

EXHIBITOR & SPONSOR OPPORTUNITY



CHARLESTON MARRIOTT

Charleston, S.C. | October 4-6, 2021

DEAR EXHIBITOR,

You're invited to exhibit at AAPC's 2021 Regional Conference. This year, we're excited to offer a hybrid event, giving you the opportunity to present your products and services to conference attendees in a new hybrid platform, both in person and online.

WHY EXHIBIT WITH AAPC?

AAPC conferences give you the opportunity to target the industry's best and 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 300 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

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**
- **Maximize exhibitor space location: all sponsors and exhibitors are strategically located in the middle of the action**

BENEFITS	HYBRID	IN PERSON	VIRTUAL
Two exhibitor badges will be offered with purchase of booth, one of which includes full registration with access to education sessions and the other is exhibit hall only access with option to upgrade	✓	✓	✓
Company listing and hyperlink on AAPC.COM/CHARLESTON	✓	✓	✓
Recognition in AAPC's conference program	✓	✓	✓
One full entry for onsite meals	✓	✓	✗
A six-foot table and two chairs in Exhibit Hall	✓	✓	✗
Location information for each exhibitor booth available for those attending in person	✓	✓	✗
Opportunity to hold a prize drawing within your exhibitor space	✓	✓	✗
Virtual Exhibit Hall app features information and links to exhibitor profile	✓	✗	✓
The app allows virtual attendees to request follow-up or meetings with exhibitors	✓	✗	✓
Exhibitors can add links to their website, videos, or campaign pages within the app	✓	✗	✓
Attendees will be able to rate virtual exhibitors (anonymously or not) and AAPC will provide the feedback post-conference	✓	✗	✓
The app tracks attendees joining demos and AAPC will provide attendee information post-conference	✓	✗	✓
Opportunity to post prizes through the "Demos and Giveaways" chat wall in app	✓	✗	✓

ABOUT AAPC

AAPC is the nation's largest training and certification association for the business of healthcare, with **200,000+ members**.

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AAPC offers training, certification, employment resources, and continuing education through local chapters, workshops, webinars, publications, and conferences.

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AAPC reaches an audience that includes 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 people attending:

- 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. 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
- CMS guidelines
- Higher education
- Training techniques
- Coding literature
- Instructional aids

Exhibit Space Hours

Day One

12:30 p.m. – 1:30 p.m.

Lunch with Attendees

4:30 p.m. – 5:30 p.m.

Welcome Reception with Attendees

Day Two

7:00 a.m. – 8:00 a.m.

Breakfast with Attendees

12:15 p.m. – 1:30 p.m.

Lunch with Attendees

Day Three

8:00 a.m. – 9:00 a.m.

Breakfast with Attendees

*Times are subject to change. Setup and teardown times will be determined closer to the event.

In addition to the dedicated exhibiting hours above, attendees are encouraged to visit the Exhibit Hall during scheduled breaks.



Sponsorship Opportunities

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

Attendee Meals	\$1500 (4 available)
Full-page Conference Program Ad	\$500 (unlimited quantity)
Half-page Conference Program Ad	\$250 (unlimited quantity)
Swag Item	\$350 (4 available)
Tote Bag Insert	\$350 (4 available)
Tote Bag	\$5000 (1 available)

Attendee Meals

All meals are served in The Exhibit Hall. Your company will be in the limelight sponsoring any one of the conference's meal events. Sponsorship amount is \$1500. You may distribute marketing materials at each meal you sponsor, along with your company name on a sign 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 black and white. In order to be featured in the program, you must submit your company logo and description — not to exceed 50 words — to sophia.grzeskiewicz@aapc.com by August 27, 2021.

Swag Item/Tote Bag Insert

Placing a swag item (e.g., a pen with your logo on it) or marketing piece in each attendee's bag is a sure way for them to remember your company's presence. Limit 4 swag items and 4 inserts.

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 to sophia.grzeskiewicz@aapc.com by **August 27, 2021**. If artwork is not received by the 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 inch. (with .125 inch. bleed)	Trim Size: 4.65 x 3.375 inch.

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 **August 27, 2021**. Due to limited space, you **MUST** register early to reserve your spot.

2021 HEALTHCON REGIONAL | CHARLESTON, S.C.

CONTACT NAME _____

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

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

TELEPHONE () _____ EMAIL _____

WEBSITE (LINK FROM AAPC.COM/CHARLESTON) _____

Table-Top Rental Info

In Person Exhibitors		Virtual Exhibitors		Hybrid Exhibitors (In Person & Virtual)	
In-Person Table-Top Rental Info (limited spots available)	\$1250 X _____ = \$ _____	Virtual Exhibitor Table-Top	\$1250 X _____ = \$ _____	Hybrid Exhibitor Table-Top	\$2000 X _____ = \$ _____
Upgrade Exhibitor (to full conference badge)	\$300	Upgrade Exhibitor (to full conference badge)	\$150	Upgrade Exhibitor (to full conference badge)	\$300 In-Person \$150 Virtual
Additional Exhibitor	N/A	Additional Exhibitor (not attending education sessions)	Free	Additional Exhibitor (not attending education sessions)	Free (Virtual only)
Total:	\$ _____	Total:	\$ _____	Total:	\$ _____

Badge Information

Two exhibitor badges will be offered with purchase of booth, (1) includes full registration with access to education sessions and the other (2) is Exhibit Hall only access with option to upgrade to a full conference badge. To add or upgrade additional virtual exhibitors, contact Victoria Fuentes at the contact information provided below. Please include full name and title in badge registration.

1. _____ 3. _____

2. _____ 4. _____

Exhibit Contract

PAGE 2 OF 2

The deadline for exhibitor registration is **August 27, 2021**. Due to limited space, you **MUST** register early to reserve your spot.

2021 HEALTHCON REGIONAL | CHARLESTON, S.C.

Sponsorship Opportunities

Attendee Meals (4 available)	\$1500 x _____	\$ _____
Conference Program Full-page Ad	\$500 x _____	\$ _____
Conference Program Half-page Ad	\$250 x _____	\$ _____
Swag (4 available)	\$350 x _____	\$ _____
Insert (4 available)	\$350 x _____	\$ _____
Sponsor Tote Bag (1 available)	\$5000	\$ _____

By signing below, you acknowledge AAPC Payment Terms.

RESERVED BY

SIGNATURE: _____

PRINT NAME: _____

DATE: _____

PAYMENT TERMS

Payments are due to AAPC upon invoice and are considered late after (30) days. Cancellations received prior to July 1, 2021 will forfeit non-refundable deposit. No refunds will be issued after July 1, 2021.

MAKE CHECK PAYABLE TO AAPC

PAYMENT MAILING ADDRESS

AAPC
PO BOX 639237
CINCINNATI, OH 45263 - 9327

CREDIT CARD PAYMENT

Submit completed contract to Victoria Fuentes and she will contact you for payment information.

Victoria Fuentes

Cell: 385-207-2288
victoria.fuentes@aapc.com

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

BALANCE DUE: \$ _____

(Remaining balance due by July 1, 2021.)



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

Charleston, S.C.

October 4-6, 2021



Contact:

Victoria Fuentes

385-207-2288

victoria.fuentes@aapc.com

www.aapc.com