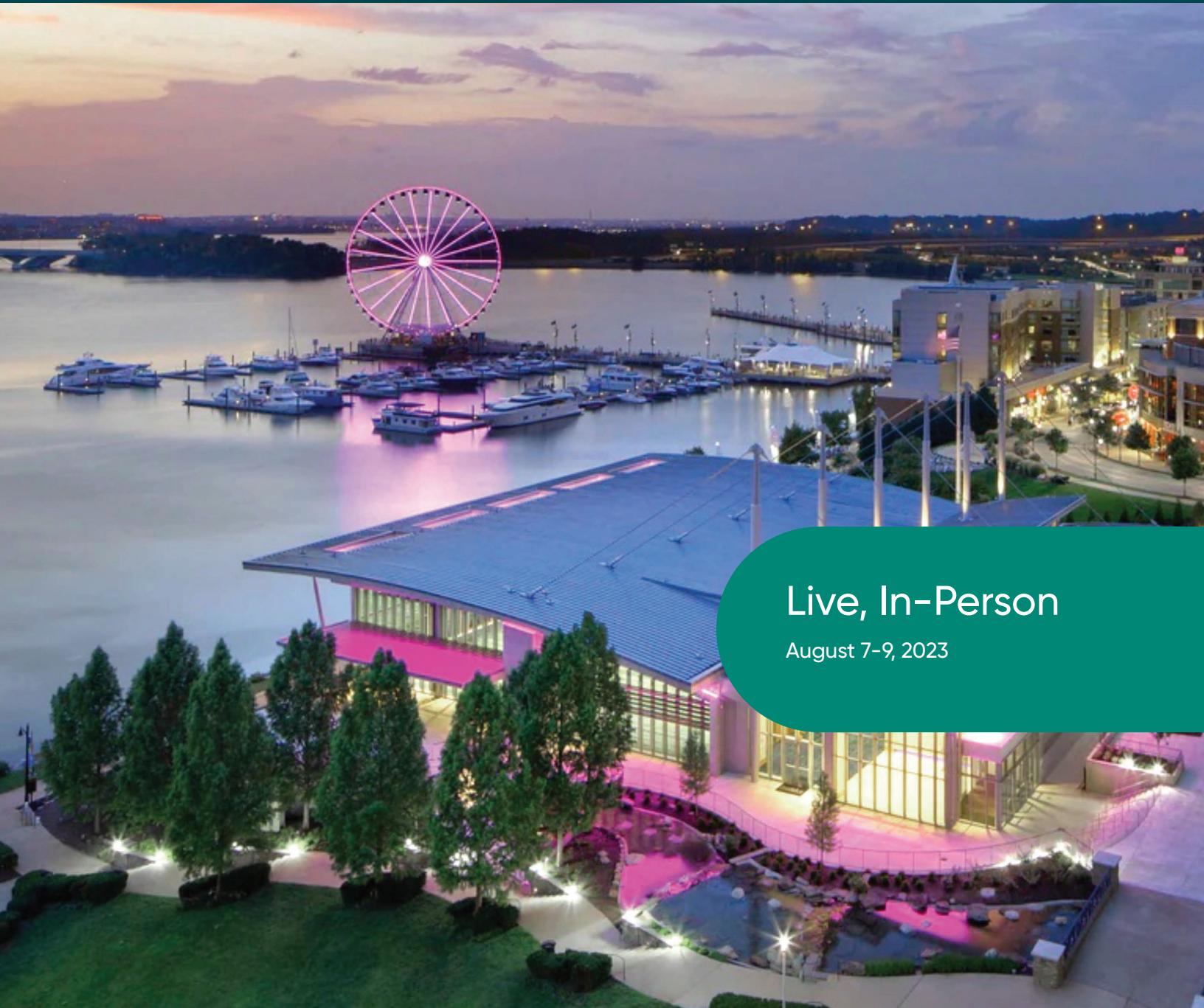


SPONSOR & EXHIBITOR PROSPECTUS



HEALTHCON REGIONAL 2023 WASHINGTON, DC

INVEST | ENGAGE | BELONG



Live, In-Person

August 7-9, 2023

AAPC Presents HEALTHCON Regional 2023

AAPC HEALTHCON Regional is where healthcare leaders gather to discover and discuss the latest trends, products and solutions, while learning at one encompassing conference. This year will be slightly different as we only offer this conference live, in person. Make sure your company is there to meet our members face to face to showcase your products and services. Maximize your investment and extend your company's reach to an engaged audience with a sponsorship package. Don't see a sponsorship that fits your needs? Let's work together to customize a sponsorship package that works for you.

The need for our industry to gather is more vital than ever before. Healthcare influencers are eager to learn about products and meet with like-minded peers. Secure your booth space and sponsorship today.

Don't hesitate to contact Michelle Miller at AAPC to secure your sponsorship package and exhibition table:
michelle.miller@aapc.com or 385-207-2317.



In-Person Only

**WASHINGTON, DC | GAYLORD NATIONAL
AUGUST 7-9, 2023**

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Interested In Sponsoring or Exhibiting? Need More Info? Ready To Sign a Contract? Questions?

Contact: Michelle Miller – michelle.miller@aapc.com or 385-207-2317

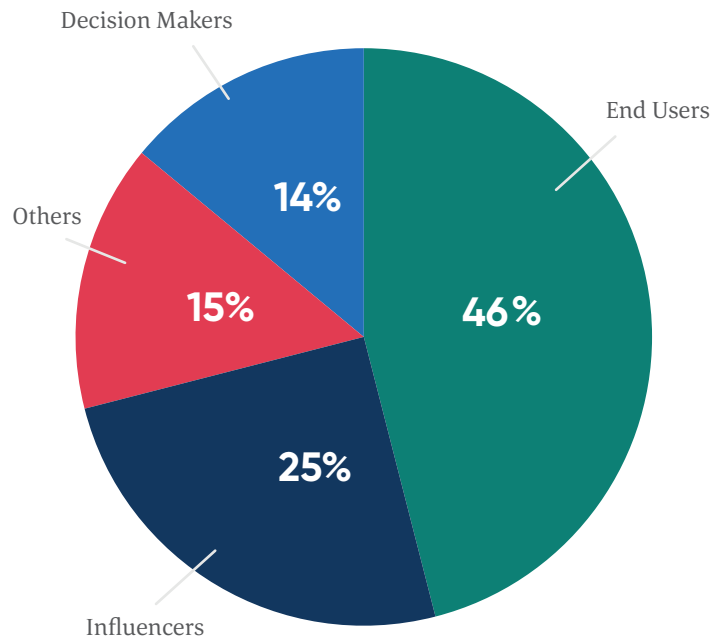
Attendee Interest

AAPC members and regional conference attendees rely on current information, products, and services to remain on the cutting edge of their profession. The Exhibit Area allows every attendee to observe new products, publications, and tools and speak directly to a company's representatives. Conference attendee's interests include:

- **APCs**
- **Auditing Services**
- **Billing Services**
- **CMS Guidelines**
- **Coding Literature**
- **Coding Software**
- **Compliance Issues**
- **Government Regulations**
- **Higher Education**
- **Instructional Aids**
- **Periodicals**
- **Production Efficiency**
- **Training Services**
- **Training Techniques**

Who Attends?

HEALTHCON ATTENDEE TITLES



Top Strategic Reasons to Invest

- **Boost** your brand! Take your brand to the top in front of targeted and highly motivated healthcare professionals.
- **Strengthen** your public perception. As a sponsor, attendees will recognize your brand as a vital industry resource and thought leader in the healthcare industry.
- **Increase** your lead generation through brand awareness. It has been proven that if your brand stands out, it drives more traffic to your booth.
- **Return** on investment. Sponsors want to leave AAPC with a list of leads to follow up on afterward. With a well-planned sponsorship strategy, you will make new connections and develop future business relationships, increasing your bottom line.

PAST EXHIBITORS AND SPONSORS WHO MADE AAPC CONFERENCES SUCCESSFUL

AHA Coding Clinic	Haugen Consulting Group	Peak Health Solutions, LLC
Alpha II	HCA	Perry Johnson & Associates, Inc.
AMA	HCTEC	Pinnacle Integrated Coding Solutions
Aviacode	Health Information Associates	Project Resume
Capitol Coding Management	Healthicity	QualCode, Inc.
Career Step	Himage Solutions, Inc.	RCM Health Information Management
Charter Oak State College	Inova Health Systems	ReadyMed
Cigna	Kareo	Rivet Health
Coding AID	Law Offices of Paul D. Scott, P.C	Reimbursement Review Associates, Inc
Columbia Southern University	Maxim Healthcare	Ronan Healthcare Consultants
Comforce Health	McGraw-Hill	RSM Coding Solutions, LLC
Compliant Coding Systems	MDocHaus	RXNT
CPESN USA	Medical Billing Consulting Services of California	Simplify Compliance
CSI Companies	Medical Management Institute	STI
DAG Worldwide LLC	Medicodio	The Coding Institute (TCI)
Decision Health/HCPPro	MedKoder	The Coding Network
Del Rey Medical	MedLearn Publishing	The College of St. Scholastica
Dimyoor	Midland College	Ultimate Medical Academy
Drexel University Online	NAMAS	Unify Healthcare Services
Duva Sawko	Navigant	United Audit Systems, Inc.
Elsevier	Nym	University of San Diego
eSimplify	Ohana Coding	Vee Technologies
Expo Enterprise	OnPoint Healthcare	Wolters Kluwer
EZ Claim	Optum360	zHealth
Find-A-Code	Organogenesis	Zhealth Publishing, LLC
Foresee Medical	OS2 Healthcare Solutions	
GHR	PCG Software	

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Sponsorship Level Packages

Corporate members
get a 20% discount

GOLD - \$10,000

- ONE skirted tabletop in a prime location
- Selection of ONE Gold Sponsor Choice below
- THREE complimentary registrations
- Acknowledgment as a Gold Sponsor at HEALTHCON Regional 2023, pre- and post-conference
- ONE full-page ad in the final digital program*
- Company logo on AAPC sponsor/exhibitor page linked back to the sponsor website
- Pre- and post-attendee list
- Gold Sponsor ribbon to wear at the conference
- THREE push notifications in the mobile conference app to all attendees**
- Company logo/name on all sponsor acknowledgment and signage at the event as a Gold Sponsor
- Logo, contact information, and pdfs or video links on the mobile conference app
- TWO conference bag inserts and ONE insert placed on a chair or the table before the start of the general session

GOLD SPONSOR CHOICE – PICK ONE

Welcome Reception (1 available)

The Opening Welcome Reception is the largest networking event during HEALTHCON Regional, with approximately 500 attendees. This exclusive opportunity allows attendees to network and visit with exhibitors while enjoying refreshments—prime recognition and branding at the event and in the digital program.

In-House TV (1 available)

Put your company on TV! Use the hotel's In-Room TV channel to provide excellent coverage of your company and products. Get creative with a 72-hour loop (Sun - Tue) of your content playing in every hotel room.

Lanyard (1 available)

Exclusive opportunity to showcase your company on the lanyard distributed to all attendees with badges. Your company name/ logo will be prominently visible throughout the event as attendees sport the branded lanyard at all educational sessions and networking events.

Conference Tote Bags (1 available)

Maximize your exposure by displaying your company logo and branding on the official custom-designed HEALTHCON Regional Conference Bag distributed to all registered attendees.



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Sponsorship Level Packages

SILVER - \$7,000

<ul style="list-style-type: none">• ONE skirted tabletop in a preferred location
<ul style="list-style-type: none">• Selection of ONE Silver Sponsor Choice below
<ul style="list-style-type: none">• TWO complimentary registrations
<ul style="list-style-type: none">• Acknowledgment as a Silver Sponsor at HEALTHCON Regional 2023, pre-, and post-conference
<ul style="list-style-type: none">• 1/2-page ad in the final digital program*
<ul style="list-style-type: none">• Company logo on AAPC sponsor/exhibitor page linked back to the sponsor website
<ul style="list-style-type: none">• Pre- and post-attendee list
<ul style="list-style-type: none">• Silver Sponsor ribbon to wear at the conference
<ul style="list-style-type: none">• TWO push notifications in the mobile conference app to all attendees**
<ul style="list-style-type: none">• Company logo/name on all sponsor acknowledgment signage at the event as a Silver Sponsor
<ul style="list-style-type: none">• Logo, contact information, and pdfs or video links on the mobile conference app
<ul style="list-style-type: none">• ONE conference bag insert

SILVER SPONSOR CHOICE – PICK ONE

Breakfast (2 available)

Two opportunities to highlight your company as attendees energize for the day with a continental breakfast. Includes signage on food and beverage stations and in the digital program.

Lunch (2 available)

Help attendees refuel for continued learning and networking in the expo area by sponsoring a lunch break. This opportunity includes signage on food and beverage stations and the digital program.

Hotel Key Cards (1 available)

Place your company name/logo on the hotel keycard distributed to all guests staying at the conference hotel. This offers excellent exposure throughout the length of the attendee's stay. AAPC will produce the key cards.

Hydration Package (1 available)

Place your logo on a branded water bottle. All conference attendees can grab a water bottle at the general information booth. Reduce waste and create an item that can be reused. This package also includes sponsored signage by the infused water station. This hydration package is to refresh any palette.

**Excludes inside front/back cover, artwork due June 1, 2023*

***Deadline for conference mobile app announcements is June 1, 2023*

Sponsorship Level Packages

BRONZE - \$4,000

<ul style="list-style-type: none">• ONE skirted booth in a preferred location
<ul style="list-style-type: none">• Selection of ONE Bronze Sponsor Choice below
<ul style="list-style-type: none">• ONE complimentary registration
<ul style="list-style-type: none">• Acknowledgment as a Bronze Sponsor at HEALTHCON Regional 2023, pre-, and post-conference
<ul style="list-style-type: none">• 1/4-page ad in the final digital program*
<ul style="list-style-type: none">• Company logo on AAPC sponsor/exhibitor page linked back to the sponsor website
<ul style="list-style-type: none">• Pre- and post-attendee list
<ul style="list-style-type: none">• Bronze Sponsor ribbon to wear at the conference
<ul style="list-style-type: none">• ONE push notification announcement in the mobile conference app to all attendees**
<ul style="list-style-type: none">• Company logo/name on all sponsor acknowledgment signage at the event as a Bronze Sponsor
<ul style="list-style-type: none">• Logo, contact information, and pdfs or video links on the mobile conference app

BRONZE SPONSOR CHOICE – PICK ONE

Morning Break (2 available)

Morning coffee break will provide a mid-morning boost for attendees while raising awareness of your company. Support recognition will be posted on break stations and signage in break areas.

Afternoon Break (2 available)

The afternoon break will help recharge attendees as they conclude their day of learning and networking with snacks and beverages. Support recognition will be posted on break stations and signage in break areas.

Registration Integrated Logo (1 available)

Branded logo integrated into registration desk signage. The registration area is the central hub for questions and logistics.

Attendee Drawings (4 available)

Opportunity to host a raffle giveaway prize. Each sponsor can giveaway one prize each day, Sun – Tue. The schedule and prize giveaways will be announced soon (prizes will be given either at a networking event, lunch, or during the general session). This sponsorship includes your company's branded promotional materials and an announcement of the raffle at the Welcome General Session. Attendees must be present to win. This is a sure way to have guaranteed traffic!

**Excludes inside front/back cover, artwork due June 1, 2023*

***Deadline for conference mobile app announcements is June 1, 2023*

EXPO ONLY – \$1,900

TABLETOP SPACE

AAPC conferences allow you to target the healthcare industry’s most influential professionals. As an exhibitor, you will meet important decision-makers with purchasing power for their respective companies. You will connect, network, and reach the people who matter most to your business.

What’s Included

- ONE 6’ skirted table with a chair
- ONE complimentary registration
- Logo, contact information, and pdfs or video links on the mobile conference app
- The company logo on the AAPC sponsor/exhibitor page is linked to the exhibitor website
- Exhibitor ribbon to wear at the conference
- Listed in the digital conference program
- Post prizes with the “Demos & Giveaways” chat wall on the conference app to boost engagement
- Exhibitor badges are available for \$495 for each additional person

EXHIBITING EXPOSURE

Exhibitors are guaranteed 6 hours of exhibiting time. In addition to the dedicated exhibit hours, attendees are encouraged to visit the exhibit area during the Welcome Reception and all scheduled breaks. We recommend all exhibitors come in the night before as set-up is tentatively planned for early morning on August 7, 2023.

EVENTS THAT ENHANCE YOUR VISIBILITY

- Welcome Reception, where 85+% of registrants are in attendance
- Daily prize drawings
- All meals and coffee breaks will be in the same location as the exhibitors



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About Us

AAPC is the nation's most extensive training and certification association for the business of healthcare, with 220,000+ members. We offer training, certification, employment resources, and continuing education through local chapters, workshops, webinars, publications, and conferences. We reach an influential 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.

DATES TO REMEMBER

- A non-refundable deposit of \$500 is due to secure sponsorship/tabletop
- **JUNE 1, 2023** - Application deadline for sponsors and exhibitors
- **JUNE 1, 2023** - Cancellation deadline for sponsors. A refund will be given except for the non-refundable \$500 deposit only if canceled by June 1, 2023
- **JULY 3, 2023** - Cancellation deadline for exhibitors. A refund will be given except for the non-refundable \$500 deposit only if canceled by July 3, 2023.
- **AUGUST 7, 2023** – Exhibitor set up 7:00 AM – 9:30 AM*
- **AUGUST 9, 2023** – Exhibitor tear-down 11:00 AM – 12:00 PM* (tear-down only during the allotted time, no exhibitors can leave the show earlier)

**Times are subject to change*

READY TO BOOK?

Reach out to

Michelle Miller

Email: michelle.miller@aapc.com

Phone: 385-207-2317

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Thank you for your
interest in exhibiting with
AAPC!

Washington, DC

August 7-9, 2023



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

Contact:

Michelle Miller

385-207-2317

michelle.miller@aapc.com

www.aapc.com