

AAPC'S HEALTHCON 2022 WASHINGTON, D.C.



EXHIBITOR PROSPECTUS



Hybrid Event
March 27-30, 2022

- In-person - Washington, D.C.
- Online - Anywhere

EXHIBITOR & SPONSOR BENEFITS



GAYLORD NATIONAL RESORT
& CONVENTION CENTER

DEAR EXHIBITOR,

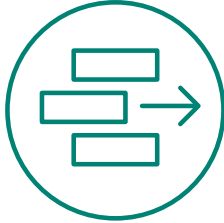
You're invited to exhibit at AAPC's 30th annual HEALTHCON 2022 in Washington D.C. This hybrid event provides healthcare companies like yours the opportunity to connect with thousands of AAPC members, both in person and virtually.

We encourage our attendees to visit and learn about each exhibiting booth. With over 10 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 all the action**

EXHIBITOR & SPONSOR BENEFITS CONTINUED

IN-PERSON BOOTH



GENERATE LEADS

The HEALTHCON Exhibit Hall generates 200 leads per exhibitor



INTERACT

80% of attendees spend at least 30 minutes interacting with exhibitors



MAKE AN IMPRESSION

The majority of attendees rated their experience with the Exhibit Hall as good or excellent

VIRTUAL BOOTH*

1,400+

users

19,000

connections

2,000

conversations

900

average requests for information per booth

HYBRID BOOTH

Expand your reach and benefit from the best of both worlds when you exhibit in person and virtually.

BENEFITS

HYBRID

IN PERSON

VIRTUAL

Two exhibitor badges will be offered with purchase of booth, one of which includes full registration with access to educational sessions and the other is Exhibit Hall only access with option to upgrade	✓	✓	✓
Company listing and hyperlink on HEALTHCON.com	✓	✓	✓
Recognition in conference program	✓	✓	✓
One full entry for onsite meals	✓	✓	✗
A six-foot table and two chairs in Exhibit Hall	✓	✓	✗
Conference app will show location information for each exhibitor booth for those attending in person.	✓	✓	✗
Opportunity to hold a prize drawing within your exhibitor space	✓	✓	✗
Information and links to exhibitor profile in the Virtual Exhibit Hall app	✓	✗	✓
Virtual attendees can request follow-up with exhibitors in the Virtual Exhibit Hall app	✓	✗	✓
Exhibitors can add links to their website, videos, or campaigns within the Virtual Exhibit Hall app	✓	✗	✓
Attendees can rate virtual exhibitors (anonymously or not) and AAPC will provide the feedback post-conference	✓	✗	✓
The Virtual Exhibit Hall app tracks clicks on attendees joining demos; AAPC will provide that attendee information post-conference	✓	✗	✓
Opportunity to post prizes through "Demos and Giveaways" feature in Virtual Exhibit Hall app	✓	✗	✓

*Virtual booth data comes from HEALTHCON 2021.

Standard booth package does not include floor covering, furniture, wifi, or electrical.

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

Conference attendees are diverse in their roles and specialties within the healthcare industry. They include:

- Auditor
- Claim reviewer
- Coding manager
- Compliance audit specialist
- Compliance officer
- Consultant
- Educator
- Facility and Physician-based coder
- Insurance manager
- Medical records supervisor
- Office manager
- Physician
- Practice administrator
- Reimbursement manager
- Supervisor

AAPC members and HEALTHCON 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:

- 5010
- APCs
- Auditing services
- Billing services
- CMS guidelines
- Coding software & literature
- Compliance issues
- Compliance services, tools and software
- EMR/EHR/PM billing systems
- Government regulations
- Higher education
- ICD-10
- Instructional aids
- Periodicals
- Production efficiency
- PQRS
- Revenue cycle management
- Training techniques & services



Exhibit Space Hours

Saturday, March 26		Sunday, March 27	
10:00 a.m. – 4:00 p.m.	Setup for 20' x 20' or larger	10:00 a.m. – 4:00 p.m.	Setup for 10' x 10' or 10' x 20'
		4:15 p.m. – 6:30 p.m.	Conference Welcome Party
Monday, March 28		Tuesday, March 29	
7:00 a.m. – 8:00 a.m.	Breakfast with Attendees	7:00 a.m. – 8:00 a.m.	Breakfast with Attendees
11:00 a.m. – 1:45 p.m.	Lunch with Attendees	11:00 a.m. – 1:45 p.m.	Lunch with Attendees
3:00 p.m. – 3:45 p.m.	Break for Attendees	3:00 p.m. – 3:45 p.m.	Break for Attendees
		3:45 p.m. – 5:00 p.m.	Exhibit Tear Down

*Times are subject to change

Over ten (10) hours of exhibiting time!

Deadlines

Nov. 5, 2021	Website Listing Due (50-word description and logo)
Dec. 1, 2021	Cancellation Deadline & Final Payment Due
Dec. 24, 2021	Sponsorship Arwork Due
Feb. 4, 2022	Booth Personnel Info Due



Sponsorship Opportunities

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

Attendee Meals	See page 9 for prices and availability
Conference Program Ads	See page 7 for prices and sizing
Conference Welcome Party	\$15,000 (2 available)
Lanyard	\$5,000 (1 available)
Laptop Lounge	\$10,000 (1 available)
Swag Item	\$1,000 (8 available)
Tote Bag Insert	\$1,000 (8 available)
Tote Bag	\$10,000 (1 available)

Attendee Meals

All meals are served in the Exhibit Hall. You may distribute marketing materials at each meal that you sponsor, along with a sign highlighting your company's 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.

Conference Welcome Party

The Conference Welcome Party will include a dinner and fun activities. Each sponsorship includes drink tickets that attendees pick up from your booth. (Limit one drink ticket per attendee.)

Lanyard

Your company logo will be prominently displayed on the lanyard, which every attendee is required to wear at all times throughout the conference.

Laptop Lounge

This will be an area provided to the conference attendees with dedicated laptops, wifi access, phone charging and printing capabilities. The sponsor's logo will be displayed on the screensaver and desktop and will be part of the wifi password.

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 8 swag items and 8 inserts. All swag items and flyers will be shipped in advance and due to AAPC by February 4, 2022. Weight and size limits apply.

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

A conference team member will contact you to arrange receipt of company logo and/or ad artwork. All sponsors must submit their logo and 50-word company description by December 24, 2021. If artwork is not received by the deadline, only the company name will be placed on the designated item and signage.

Logo & Artwork Specifications

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

Full Page	Half Page
Trim Size: 8.5" x 11" (0.125" bleed)	Trim Size: 7.375" x 5" (No Bleed)

AAPC will accept artwork in the following formats:

Preferred digital files	Accepted digital files
Acrobat PDF, created grayscale 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>

Sponsorship Opportunities CONTINUED

TAKE ADVERTISING AT HEALTHCON TO THE NEXT LEVEL BY UPGRADING TO A SPONSORSHIP PACKAGE. EACH PACKAGE WILL INCREASE YOUR VISIBILITY, AND YOUR COMPANY WILL BE FRONT AND CENTER AS A PREMIUM HEALTHCON PARTNER.

	BRONZE	SILVER	GOLD	PLATINUM
Booth Size	10'x10'	10'x10' with Premium Space	10'x20'	20'x20'
Conference Program Ad*	1/2 Page	Full Page	Tab	Back Cover, Inside Front Cover, Or Inside Back Cover
Pre/Post-conference physical address Mailing List	Choice Between Pre or Post	Choice Between Pre or Post	Both Included	Both Included
Sponsorship Opportunities	⊖	⊖	Sole-Sponsor Break	Choice of: Conference Welcome Party, Tote Bag, or Laptop Lounge
Full Conference Registration	1	1	2	2
Swag/Insert in Tote Bag	⊖	✓	✓	✓
General Session Advertising	Logo	Logo	Full Slide Ad*	Full Slide Ad*
AAPC's Healthcare Business Monthly Advertising **	⊖	⊖	1/4 Page ad*	1/2 Page ad*
Alert Notifications from HEALTHCON app***	⊖	1	1	2
Logo on HEALTHCON.com Footer, Linking to Vendor's Home Page	⊖	⊖	⊖	✓
Discount on Additional HEALTHCON Items	10%	20%	30%	40%
Email List Rental of Conference Attendees	⊖	⊖	⊖	✓
App Banner	⊖	⊖	⊖	✓

*Conference program ads, alert notifications, general sessions advertising, and AAPC's Healthcare Business Monthly ads are subject to AAPC's approval; advertising for products and/or services that directly compete with those of AAPC will not be approved.

**The vendor will choose the month of ad publication in AAPC's Healthcare Business Monthly, recognizing that three months' notice must be given for ad inclusion, and artwork is due two months prior to publication. (1/4 Page Trim Size: 3.75" X 4.8125" and 1/2 Page Trim Size: 7.375" X 4.8125")

Exhibit Contract

PAGE 1 OF 3

The deadline for exhibitor registration is **Dec. 1, 2021**. Due to limited space, you **MUST** register early to reserve your spot. For early bird pricing, contact Victoria Fuentes at 385-207-2288 or victoria.fuentes@aapc.com.

HEALTHCON 2022 | WASHINGTON D.C.

CONTACT NAME _____

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

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

TELEPHONE () _____ EMAIL _____

WEBSITE (LINK FROM CONFERENCE WEBSITE) _____

Sponsorship Packages

Platinum	\$29,500 x _____	\$ _____
Gold	\$11,000 x _____	\$ _____
Silver	\$7,150 x _____	\$ _____
Bronze	\$4,350 x _____	\$ _____

Program Ad Opportunities

Back Cover	\$2,500 x _____	\$ _____
Full Page (color)	\$1,000 x _____	\$ _____
Half Page (color)	\$700 x _____	\$ _____
Inside Back Cover	\$1,800 x _____	\$ _____
Inside Front Cover	\$2,000 x _____	\$ _____
Tab	\$1,200 x _____	\$ _____

Exhibit Contract

PAGE 2 OF 3

Booth Rental Info

Two exhibitor badges will be offered with purchase of booth, (1) includes full registration with access to educational sessions, the other (2) is Exhibit Hall only access with option to upgrade. Additional exhibitor badges can be purchased. See below for details. Contact Victoria Fuentes for more information.

In-Person Only Exhibitors		Virtual Only Exhibitors		Hybrid Exhibitors (In-Person & Virtual)	
10x10 Booth (limited spots available)	\$3,400 x _____ = \$ _____	Virtual Booth	\$3,400 X _____ = \$ _____	Hybrid Exhibitor 10x10 Booth & Virtual Booth	\$4,000 X _____ = \$ _____
Premium Space	\$500 premium space \$1,500 Island \$500 per corner \$ _____	Premium Space	N/A	Premium Space	\$500 premium space \$1,500 Island \$500 per corner
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 (exhibit hall badge**)	\$250 x _____ = \$ _____	Additional Exhibitor (exhibit hall badge**)	Free	Additional Exhibitor (exhibit hall badge**)	\$250 In-Person Free Virtual \$ _____
Additional Exhibitor (full conference badge*)	\$695 x _____ = \$ _____	Additional Exhibitor (full conference badge*)	\$495 x _____ = \$ _____	Additional Exhibitor (full conference badge*)	\$695 In-Person \$495 Virtual \$ _____
Total:	\$ _____	Total:	\$ _____	Total:	\$ _____

*FULL CONFERENCE BADGE: includes access to education sessions, Exhibit Hall, general sessions, onsite meals, and is eligible for CEUs

**EXHIBIT HALL BADGE: includes access to Exhibit Hall, onsite meals, and general sessions

Badge Information

Please write the names of all exhibitors attending as they would like it to appear on their badge.

- | | |
|--|--|
| 1. _____
FULL CONFERENCE BADGE (INCLUDED) | 2. _____
EXHIBIT HALL ONLY BADGE (INCLUDED) |
| 3. _____
<input type="checkbox"/> IN-PERSON FULL CONFERENCE BADGE
<input type="checkbox"/> IN-PERSON EXHIBIT HALL BADGE
<input type="checkbox"/> VIRTUAL FULL CONFERENCE BADGE
<input type="checkbox"/> VIRTUAL EXHIBIT HALL BADGE | 4. _____
<input type="checkbox"/> IN-PERSON FULL CONFERENCE BADGE
<input type="checkbox"/> IN-PERSON EXHIBIT HALL BADGE
<input type="checkbox"/> VIRTUAL FULL CONFERENCE BADGE
<input type="checkbox"/> VIRTUAL EXHIBIT HALL BADGE |

Exhibit Contract

PAGE 3 OF 3

Sponsorship Opportunities

Laptop Lounge (1 available)	\$10,000	\$ _____
Insert (8 available)	\$1,000	\$ _____
Lanyard (1 available)	\$5,000	\$ _____
Swag (8 available)	\$1,000	\$ _____
Tote Bag (1 available)	\$10,000	\$ _____
Welcome Party (2 available)	\$15,000	\$ _____

Meal Sponsorship

Breakfast (2 available)	\$7,000	\$ _____
Lunch (2 available)	\$10,000	\$ _____
Break (2 available)	\$5,000	\$ _____
Send-off Snack (1 available)	\$10,000	\$ _____

By signing below, you acknowledge AAPC Payment Terms.

RESEVERED 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 December 1, 2021 will forfeit non-refundable deposit. No refunds will be issued after December 1, 2021.

MAKE CHECK PAYABLE TO AAPC

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 \$1,500.00 non-refundable deposit is required for each exhibit space.

BALANCE DUE: \$ _____
(Final payment due Dec 1, 2021)

Rules & Regulations

To keep AAPC's HEALTHCON 2022 conference as successful and productive as possible, please read the following rules and regulations carefully.

By signing and submitting the exhibit contract, your company agrees to abide by these and any other rules and regulations set forth for this event. All rules and regulations govern AAPC's HEALTHCON 2022.

Exhibit Booths

- a. Each standard 10' x 10' in-person booth or virtual booth is priced at \$3,400 for all exhibit contracts.
- b. Booths are standard 10' x 10' with flameproof side and back drapes, along with aluminum supports. Each exhibitor will be provided a one-line identification sign posted in the booth.
- c. The Exhibit Hall at the Gaylord National Resort & Convention Center is not carpeted so the vendor will be required to purchase carpeting for HEALTHCON 2022.
- d. Booth assignments are processed on a first-come, first-served basis by the date of the exhibitor contract. If your requested booth space has already been assigned, AAPC will assign you the next best possible placement.
- e. AAPC reserves the right to modify the floor plans or move your booth location to accommodate the updated floor plan configurations or traffic flow. AAPC will notify you of any changes.
- f. Each onsite or virtual booth is allotted two name badges for exhibiting personnel. One badge includes a full conference registration with access to education sessions (including admission to Exhibit Hall, general sessions, all education sessions, onsite meals, and is eligible for CEUs). The second is an Exhibit Hall only

badge (good for access to Exhibit Hall, onsite meals, and general sessions only) with option to upgrade to a full conference registration — \$150 for virtual, \$300 for in-person.

Additional in-person Exhibit Hall only badges may be purchased for \$250 each. Additional Virtual Only Exhibit Hall badges are free.

Additional full conference registration badges are available for \$495 (virtual) and \$695 (in-person). All exhibiting personnel must register and wear their badge for admission to the Exhibit Hall, education sessions, and AAPC social events.

- g. An exhibiting company may not assign, sublet, or apportion the whole or any part of the allotted space. Exhibit booths are not sharable and may be occupied by only one company.
- h. An exhibiting company may not advertise or display products or services other than those manufactured or sold in that company's regular business.
- i. Exhibitor company descriptions in the conference program will be limited to one affiliation or merger.
- j. All exhibit booths are to be kept intact until the closing of the Exhibit Hall on Tuesday, March 29 at 3:45 pm. The dismantling of exhibit booths before this time is prohibited by AAPC and may result in a \$250 fine.
- k. Installation and dismantling of all exhibit booths is the responsibility of the exhibitor. Should the exhibitor fail to set up or remove their exhibit, AAPC will arrange for installation or removal at the exhibitor's expense.

Payments

- a. A nonrefundable deposit of \$1,500 is due upon the signing of an exhibit contract to reserve each booth space.
- b. Balance of all exhibit fees is due on or before December 1, 2021. NOTE: To capture early bird discounts, payment in full must be received no later than October 15, 2021.
- c. Any exhibiting company that has not paid its booth fee in full by December 1, 2021 will not be sent an exhibitor service kit.
- d. Failure to submit payment may result in the cancellation of the assigned booth space. Exhibitor contracts received after December 1, 2021 must be accompanied by full payment.

General Service Contractor

- a. Fern Expo will serve as the general service contractor for HEALTHCON 2022 in Washington, D.C., March 27-30.
- b. An exhibitor service kit regarding equipment available and information for shipping will be available online and emailed two months prior to the conference to all exhibitors whose exhibit fees are paid in full.
- c. Transportation, freight charges, and shipping location information will be included in the exhibitor service kit.

Cancellations

- a. Any exhibitor who wishes to cancel exhibit space must notify AAPC's exhibit management in writing.

Rules & Regulations

CONTINUED

b. In addition to the non-refundable \$1500 booth deposit, AAPC may impose a \$250 cancellation fee on any exhibitors who cancel their booths after December 1, 2021.

No refunds will be issued after December 1, 2021. Deposits are non-refundable and do not apply to cancellation fees or refunds for exhibit space.

c. Cancelled booth space will be reassigned by AAPC. Spaces are nontransferable.

d. In the event of cancellation of exhibits due to fire or the elements, strikes, government regulations, or any other causes beyond AAPC's control, AAPC will not be held liable for failure to hold HEALTHCON as scheduled, and this contract will not be binding. AAPC will determine the amount of the exhibit fees, if any, to be refunded.

Conflicting Meetings and Social Events

a. In the interest of the entire conference, exhibitors agree to not extend invitations, call meetings, or otherwise encourage absence of members, other exhibitors or invited guests from the education sessions during official hours.

Disruptive Exhibits

a. All efforts to advertise, demonstrate, and operate the exhibit booth must be conducted in such a manner as to not trespass on the rights of other exhibitors or visitors.

b. Exhibitors may not use any equipment or sound systems that may be disruptive to other exhibits in general or neighboring exhibit space. Extremely loud noises such as bells, sirens, buzzers, etc., will not be permitted, in order to maintain a business-like atmosphere.

c. Any unusual booth activity outside of the standard sales and product education

must be preapproved by AAPC conference management. Failure to do so may result in the exhibitor's removal from the Exhibit Hall at the exhibitor's expense.

d. Any exhibiting personnel found to be in violation of these rules or in violation of personal conduct rules will be removed from the Exhibit Hall. AAPC reserves the right to remove any person from the Exhibit Hall who is deemed by AAPC to be disruptive, disorderly, unprofessional, or unsettling in any way to other exhibiting personnel, conference attendees, AAPC staff, or any persons in the Exhibit Hall area.

e. Removal from the Exhibit Hall will be completed at the exhibitor's expense and may impact the exhibitor's ability to exhibit at future AAPC conferences.

f. Exhibitors who are asked to leave due to any of the aforementioned violations will NOT receive a refund (full or partial) for any exhibiting or sponsorship fees.

Disclosure of Protected Information

a. Exhibitors agree all booth, materials, and presentations will not violate the Health Insurance Portability and Accountability Act (HIPAA) or any other applicable laws or regulations. Without limiting the generality of the foregoing, exhibitor specifically agrees that no protected health information will be used in their booth, in any materials or presentations unless the exhibitor is authorized to use such information or the information has been properly de-identified.

b. Exhibitor is solely responsible for the content of their booth, materials, and presentations and shall, without exception, indemnify and hold harmless AAPC and its employees from any liability of any nature or kind, including costs and expenses for, or on account of, exhibitors breach of this provision.

Liability

a. Exhibitor assumes responsibility and agrees to indemnify and defend AAPC and the conference facilities and their respective employees and agents against any claims or expenses arising out of the use of exhibition premises.

b. Neither AAPC nor the conference facilities maintain insurance covering the exhibitor's property. It is the sole responsibility of the exhibitor to obtain such insurance as desired.

c. The exhibitor is liable for any damage caused to the building floors, walls or columns, standard booth equipment, or to other exhibitors' property. The exhibitor may not mar, tack, make holes or apply paint, lacquer, adhesives, or other coating to building columns, floors, or standard booth equipment.

d. Exhibitors shall strictly comply with all conditions imposed by the conference facilities in their contract with AAPC and with the rules and regulations of the facility.





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

Washington, D.C.
March 27-30, 2022



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

Contact:

Victoria Fuentes

385-207-2288

victoria.fuentes@aapc.com

www.aapc.com