



American Academy of
Professional Coders



JACKSONVILLE 2010 EXHIBITOR PROSPECTUS

NATIONAL CONFERENCE
JUNE 6-9, 2010



Call for Exhibits & Sponsors

**AMERICAN ACADEMY OF PROFESSIONAL CODERS NATIONAL CONFERENCE
JACKSONVILLE, FLORIDA
JUNE 6-9, 2010**

Dear Exhibitor,

We invite you to exhibit at the AAPC National Conference in Jacksonville, Tenn., June 6–9, 2010.

We are pleased to present this Call for Exhibits & Sponsors brochure, which includes booth information, the exhibit contract and sponsorship and advertising opportunities. Be sure to include your exhibitor description when submitting your Exhibit/Sponsorship Contract and payment.

Benefits of Exhibiting

- Reach a highly specialized audience of coding and compliance professionals
- Interact with key decision makers
- Maximize booth location. All sponsors and exhibitors will be located in the middle of all the action – strategically placed in a refreshment break area

Highlights

- Onsite program ads
- Exhibitors Marketplace
- Sponsorship Opportunities
- Pre- and post-conference attendee mailing list

Conference program ads are available. We offer full-page, four-color ads.

All sponsorship and exhibitor opportunities are detailed in the enclosed brochure. If you have other questions please direct them to 800-626-2633 ext. 191.

Thank you for considering the American Academy of Professional Coders National Conference in your annual marketing plans. We look forward to hearing from you!

Jamie Zayach, Sales Manager

Phone: 800-626-2633 ext. 191 | Email: jamie.zayach@aapc.com | Fax: 801-236-2258



2009 AAPC Las Vegas National Conference



Las Vegas Exhibit Hall

AAPC Conference Attendees

The AAPC

The AAPC is the nation's largest medical coding training and certification association for medical coders with over 80,000 members. The AAPC provides the following credentials to medical coders in physician offices, outpatient facilities and payer environments: Certified Professional Coder (CPC®), Certified Professional Coder – Hospital (CPC-H®) and Certified Professional Coder – Payer (CPC-P®), as well as specialty-specific credentials and the Certified Interventional Radiology Cardiovascular Coder® (CIRCC®) credential. These credentials represent the gold standard certifications for medical coding.

Attendee Profile

Professional medical coders perform a wide variety of job responsibilities and are diverse in their specialties. The common goal is upholding a higher standard for medical coders and the coding profession. AAPC members and attendees are employed throughout the health care and coding industry as:

- Claims Reviewers
- Facility-based Coders
- Physician-based Coders
- Consultants
- Supervisors
- Reimbursement Managers
- Compliance Officers
- Compliance Audit Specialists
- Educators
- Insurance Managers
- Medical Records Supervisors
- Office Managers
- Coding Managers
- Physicians
- Speakers

AAPC members and conference attendees rely on current information, products and services to remain on the cutting edge in the rapidly growing coding environment. The exhibit hall at AAPC's national conference provides every attendee with the opportunity to observe new products, publications, software, etc., and speak with your company's representatives face-to-face. AAPC conference attendees have repeatedly stated that they are interested in:

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

Why Exhibit With the AAPC?

AAPC conferences offer an opportunity for exhibitors to target the cream of the crop within the AAPC's membership, which includes more than 80,000 members from every state in the U.S. As an exhibitor, you will meet facility decision makers who have purchasing power or strong clout in their respective companies. You will have their undivided attention as you demonstrate your product(s) and service(s). This will allow you to establish contacts, network and build relationships that would be difficult to achieve through traditional marketing channels.

Several dedicated exhibiting sessions are offered at each conference spread over each of the days. **These dedicated sessions are all tied to attendee's scheduled meals provided exclusively in the exhibit hall, which greatly increases the traffic our exhibitors see to their booths.** Additionally, the Exhibit Hall will be open for all hours of the conference. Exhibit booth packages are available for companies who are interested in exhibiting at the 2010 AAPC national conference. A wide variety of sponsorship opportunities are also available.

Just under 2,500 AAPC members attended the 2009 national conference in Las Vegas, Nev. Those attending were healthcare professionals representing clinics, facilities, payers, physicians and consulting firms.

Don't miss out on this opportunity to meet with coders, billers, payers, consultants, administrators and other healthcare professionals interested in your company's products.

The AAPC is the nation's largest training and certification association for medical coders with over 80,000 members, of which more than 60,000 are certified.

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

The AAPC reaches an audience that includes professional billing and coding staff, university management, physicians, nurses, insurance payers, consultants, educators, accountants and those dealing with legal issues associated with medical coding.



Exhibitor Benefits

The AAPC conference offers over 9 hours of unopposed exhibiting time for your company to meet with almost 3,000 conference attendees. An opening exhibitor reception and scheduled meals are all provided directly in the exhibit hall to encourage attendees to visit with each of the exhibiting companies.

Each 10'x10' Exhibit Space Includes:

- One complimentary conference registration including meals (an \$1100 value)
- Access to both pre and post-conference attendee mailing list
- Free advertising on AAPC website - company description, logo and link (a \$1000 value)
- Free listing within Coding Edge Magazine
- Free advertising within the conference program (a \$250 value)
- Two exhibitor name badges
- One six foot table, two standard chairs, and waste basket
- Draped backdrop and draped side rails
- A one-line exhibitor sign for booth
- Opportunity to hold a prize drawing

"I appreciate the way the lunches/
breaks are set up so the attendees
'have' to walk by your booth."

— 2009 National Conference Exhibitor

Recognition

The AAPC offers many ways for exhibitors to announce their presence at the conference to our membership and attendees.

- Listing in the pre-conference issue of the AAPC's *Coding Edge* monthly magazine
- Posting on the AAPC website at www.aapc.com, including a hyperlink to your company's website
- Complimentary listing in the conference program including booth number, company contact information, a 50-word description of your company's product(s)/service(s) and your company logo
- Pre-conference attendee mailing list for a one-time use, available on May 14, 2010
- Post-conference attendee mailing list for a one-time use, available on June 18, 2010

Conference Program Listing Deadline: March 15, 2010

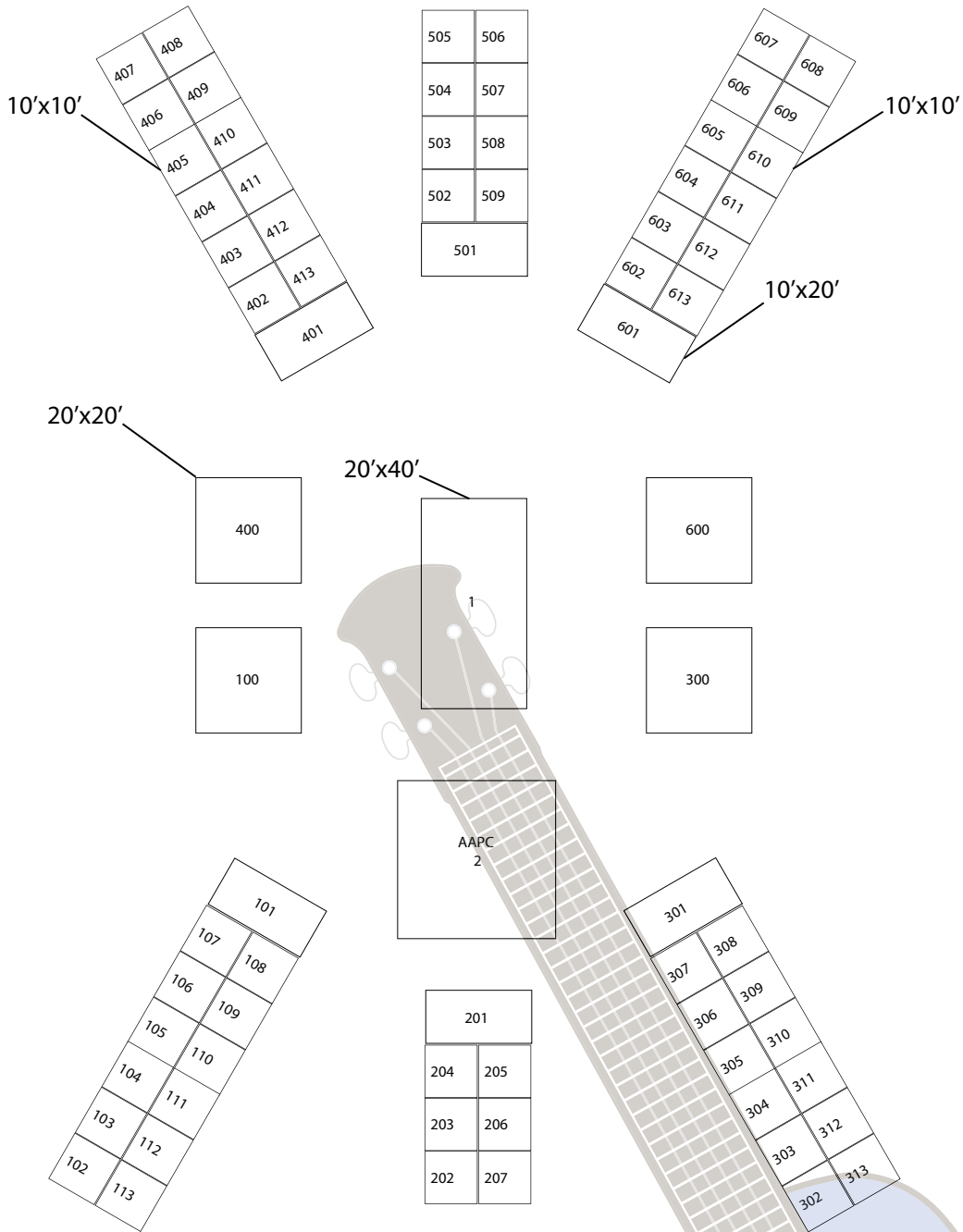
All company descriptions, including contact information and company logo, must be submitted to Amy Evans at amy.evans@aapc.com in order to be included in the conference program.

Exhibitors not meeting this deadline will only have their company's name and website printed in the program.

Exhibit Booth Prices

Booth Size	Price
10' x 10'	\$2,200
10' x 20'	\$7,700
20' x 20'	\$13,200
20' x 40'	\$24,200

Exhibit Hall Floor Plan



Monday, June 7, 2010

Exhibitor Breakfast
 Exhibitor Lunch
 Exhibitor Reception

9:45–10:45 a.m.
 11:45 a.m.–1:15 p.m.

Tuesday, June 8, 2010

Exhibitor Breakfast
 Exhibitor Lunch

5:00–7:00 p.m.
 8:00–9:00 a.m.

Wednesday, June 9, 2010

Exhibitor Breakfast
 Exhibitor Lunch

12:45–2:15 p.m.
 8:00–9:30 a.m.
 12:30–2:00 p.m.

*The AAPC reserves the right to change the conference schedule without notice

Sponsorship Opportunities

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

Conference Program (inside front cover)	\$1,000
Conference Program (inside back cover)	\$700
Conference Program (back cover)	\$1,500
Conference Program Tabs	\$500
Cyber Café	\$500
Meal Sponsorship	\$2,500
Name Badge	\$1,500
Pen Sponsorship	\$200
Program Ads (color or b/w)	\$400–500
Publication Bin	\$1000
Room Keys	\$1,500

*Call Jamie Zayach at 800-626-2633 ext. 191 for details

Your Sponsorship Includes:

- Company name and logo on conference item
- Recognition in AAPC's conference program
- Event poster displaying event sponsors
- Ad placed in the pre-conference issue of the AAPC's *Coding Edge*
- Company listing on AAPC's website (www.aapc.com), including hyperlink

Sponsorship Deadline

All sponsors must submit their company logos to Amy Evans at amy.evans@aapc.com by March 15, 2010. If artwork is not received by the above deadline, only the sponsor's company name will be placed on the appropriate conference item and signage.

All sponsors must submit their company logos in vector artwork with fonts converted to outlines. Artwork must be created in Illustrator CS4 (or lower formats), Corel Draw or Freehand. Fonts must be converted to outlines and saved as an eps file. Artwork created in PhotoShop, Microsoft Word, PowerPoint or other word processing programs cannot be used and will need to be recreated for an additional cost.

Conference Program

- \$700–1,500 - options are inside front, inside back or back cover
- 8.5" x 11" area printed in full color (CMYK only)

Conference Program Tabs

- \$500 (quantity 8 available)
- 8.5" x 11" area printed in full color (CMYK only)

Cyber Café

- \$500 Co-Sponsorship (quantity 6 available). Call for details on sole sponsorship
- Company logo will be displayed on a screensaver and a sign on top of the monitor
- Your company will be allowed to provide mouse pads and wrist guards with your company name and logo

Meal Sponsorship

- \$2,500 plus cost* (quantity 6 available)
- *Refers to the cost of any items you would use as marketing tools (i.e. signage, napkins, raffles, etc.)

Name Badge

- \$1,500 Sole Sponsorship
- Company logo will be prominently displayed on the name badge holders, which attendees are required to wear at all times

Pen Sponsorship

- \$200
- Vendor must supply pens

Program Ads

- \$500 color, \$400 black and white (unlimited quantity)
- 8.5" x 11" area (color is CMYK only)

Publication Bin

- \$1,000 (unlimited quantity)
- Includes printed artwork

Room Keys

- \$1,500 plus cost*
- *Refers to the cost of the hotel producing the keys
- Your company name and logo on the hotel room keys



Exhibit Hall Contract Rules and Regulations

To ensure that your exhibiting experience at the AAPC's Nashville, Tenn., 2010 conference is 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 the AAPC's conference in 2010.

1. Exhibit Booths

- a. Each 10' x 10' exhibit booth is priced at \$2,200 for all exhibit contracts (\$2,000 Early Bird price).
- 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 AAPC requires all booths be carpeted by the exhibiting company, if the exhibit area is not already carpeted. If needed, the exhibiting company may use their own carpet or rent it from the general services contractor.
- 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, the AAPC will assign you the next best possible placement.
- e. The AAPC reserves the right to modify the floor plans or move your booth location to accommodate the updated floor plan configurations or traffic flow. The AAPC will notify you of all changes.
- f. Each 10' x 10' booth space is allotted two name badges for exhibiting personnel. Additional badges may be purchased from the AAPC at a cost of \$150 per name badge. All exhibiting personnel must register and wear their badges for admission to the exhibit hall, educational sessions or social events planned by the AAPC.
- 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 company name and identity listing regardless of affiliations or mergers.
- j. Distribution of food and/or beverage from the exhibit booth will be allowed only by written consent from the AAPC's exhibit management. All food items are the direct responsibility of the exhibitor.

2. Exhibit Booth Payments

- a. A nonrefundable deposit of \$1,500 is due upon the signing of an exhibit contract to reserve each 10' x 10' booth space.
- b. Balance of all exhibit fees is due on or before March 15, 2010 for regular price or Dec. 31, 2009 for early-bird price.

- c. Any exhibiting company who has not paid its booth fee in full by the date listed in item 2b will not be sent an exhibitor service kit.
- d. Failure to submit payment can result in the cancellation of the assigned booth space. Exhibitor contracts received after March 1, 2010 must be accompanied by full payment.

3. Dedicated Exhibit Hall Hours

Exhibit hall will be open all hours of the conference.

- a. Saturday, June 5, 2010
 - i. Exhibitor Registration and set up for 20' x 20' booths or larger 9:00 am–5:00 pm
- b. Sunday, June 6, 2010
 - i. Exhibitor set up 9:00 am–6:00 pm for 10' x 10' booths
- c. Monday, June 7, 2010
 - i. Breakfast with attendees 9:45–10:45
 - ii. Lunch with attendees 11:45 am–1:15 pm
 - iii. Exhibitor Reception 5:00 pm–7:00 pm
- d. Tuesday, June 8, 2010
 - i. Breakfast with attendees 8:00 am–9:00 am
 - ii. Lunch with attendees 12:45 pm–2:15 pm
- e. Wednesday, June 9, 2010
 - i. Breakfast with attendees 8:00 am–9:30 am
 - ii. Lunch with attendees 12:30 pm–2:00 pm
 - iii. Dismantling of booths may begin at 2:00 pm once all of the attendees have been cleared from the exhibit hall.
- f. Show hours are subject to change, and the AAPC has the right to change the conference schedule without notice.
- g. The installation of exhibit booths 20' x 20' or larger may begin on Saturday, June 5, 2010, 9:00 am–5:00 pm. Installation for all 10' x 10' exhibit booths will be on Sunday, June 6, 2010 9:00 am–6:00 pm.
- h. All exhibit booths must be set by 6:00 pm on Sunday, June 6, 2010.
- i. All exhibit booths are to be kept intact until the closing of the exhibit hall on Wednesday, June 9, 2010 at 2:00pm. The dismantling of exhibit booths before this time is prohibited by the AAPC and may result in a \$250 fine to the exhibiting company.
- j. Installation and dismantling of all exhibit booths is the responsibility of the exhibitor. Should the exhibitor fail to set-up or remove their exhibit, the AAPC will arrange for installation or removal at the exhibitor's expense.

4. General Service Contractor

- a. Triumph Exposition Services will serve as the general service contractor for the AAPC's 2010 conference in Jacksonville, Florida, June 6–9, 2010.
- b. An exhibitor service kit regarding other equipment available and information for shipping will be emailed two months prior to the conference to all exhibitors whose exhibit fees are paid in full.
- c. Drayage and freight charges and shipping locations will be included in the exhibitor service kit.

5. Cancellations

- a. Any exhibitor who wishes to cancel exhibit space must notify the AAPC's exhibit management in writing.
- b. A cancellation fee of \$250 will be assessed to all exhibitors cancelling booths before March 15, 2010. Deposits are nonrefundable and do not apply to cancellation fees or refunds for exhibit space.
- c. No refunds will be issued after March 15, 2010.
- d. Cancelled booth space will be reassigned by the AAPC. Spaces are nontransferable.
- e. In the event of cancellation of exhibits due to fire or the elements, strikes, government regulations, or any other causes beyond the AAPC's control, the AAPC shall not be held liable for failure to hold the AAPC's conference as scheduled, and this contract shall not be binding. The AAPC shall determine the amount of the exhibit fees, if any, to be refunded.

6. Conflicting Meetings and Social Events

- a. In the interest of the entire conference, exhibitors agree not to extend invitations, call meetings, or otherwise encourage absence of members, other exhibitors or invited guests from the educational sessions, exhibit hall during official hours or social events planned by the AAPC.

7. Disruptive Exhibits

- a. All efforts to advertise, demonstrate and operate the exhibit booth must be conducted so as not to trespass on the rights of other exhibitors or visitors.
- b. Exhibits 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 approved by the AAPC. 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 will be removed from the exhibit hall by the AAPC. The AAPC reserves the right to remove any person from the exhibit hall who is deemed by the AAPC to be disruptive, disorderly 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 result in the complete loss of all AAPC priority points and the ability to exhibit at future AAPC conferences.

8. Liability

- a. Exhibitor assumes responsibility and agrees to indemnify and defend the 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 the AAPC nor the conference facilities maintain insurance covering the exhibitor's property. It is the sole responsibility of the exhibitor to obtain such insurance if desired.
- c. The exhibitor is liable for any damage caused to the building floors, walls or columns, standard booth equipment, or to other exhibitor's property. The exhibitor may not mar, tack, make holes or apply paint, lacquer, adhesives or other coating to building columns and floors or to standard booth equipment.
- d. Exhibitors shall strictly comply with all conditions imposed by the conference facilities in their contract with the AAPC and with the rules and regulations of the facility.

Past AAPC Conference Exhibitors

21st Century Edge	Colwell	Imed2K.com	NetPractice
2K Medical	Comforce Medical Staffing	Ingenix	North American Spine Society
3 in 1 Coding Textbook	Complete Medical Solutions	Insight Health	Novant Health
3M Health Information Systems	Complete Medical Systems	InstaCode Institute	Office Ally
A&T Systems	Consultants Independent Assoc.	Intelicode	Parente Randolph
A-Life Medical	Contexo Media Company	Intermountain Donor Services	Part B News
AAHAM	Craneware Inc.	Kadlec Medical	PatientKeeper
AcuCodeMD	Ctech Collections, Inc.	Kaiser Permanente	Peak Health Solutions
ADP Context	Custom Coding Books	Kaplan University	Pediatrix Medical Group
Advance Newsmagazine	Dartmouth Hitchcock	Kareo	PHI Enterprises, Inc.
Agilis Benefit Services	DecisionHealth	Kforce.com	Physicians Practice
AHA Central Office	DecisionCoder	Kyphon	Physician Reimbursement Systems
AHIMA	Department of Veteran Affairs	Lanvision	PivotHealth
Alpha II	Diskriter Healthcare	LarsonAllen	PMIC
American Academy of Pediatrics	Doctors Management	LEAPprn Systems	Precision Practice Management Inc.
American Medical Association	Drexel University Online	LightSpeed Technology Group	PriceWaterhouseCoopers
American Podiatric Medical Assoc.	e4e Nittany Healthcare Services	Lippincott Williams & Wilkins	Precyse Solutions
American Urological Association	ECompliance Doc	MAG Mutual Healthcare Solutions	PRISMA Systems Medical Billing
Antek Healthware	Elsevier	Mastermed/ABA, Inc.	PRN Funding
APEX	E&M Coder	Maxim Health Information Services	Priority Medical Billing, Inc.
Aspen Publishers	Ernst & Young	Maxim Coding Solutions	QuadraMed
Aviacode	Everest University Online	Mayo Clinic	Quality Management Consulting Group
Baird, Kurtz & Dobson	EzMedEd	McGraw-Hill Higher Education	Renal Physicians Association
Billing-Coding, Inc	eWebCoding	MC Strategies	Rolling Hills Enterprises, Inc.
Board of Advanced Medical Coding	Express Bill	MCCS/PMIC	Schad Medical Management
Brown Consulting Associates, Inc.	F.A. Davis Company Publishers	McKesson	Sequel Systems
Bureau of National Affairs	Find-A-Code	MDeSolutions	Smart Document Solutions
Career Step, LLC	Florida Hospital	MedAptus, Inc.	Space Saver/KI
Centers for Medicare/Medicaid Services	For The Record	MedBooks	St. Francis Medical Technologies
Channel Publishing	Gateway EDI	Medcere	Sun Micro Medical
Children's Mercy Hospital	Greatland Corporation	MedCertify, Inc.	Synergy Practice Solutions
Claim Net	HCPPro, Inc.	MedeTrac	Systemedx
Claim Remedi	Health Care Compliance Assoc.	Mediaport Entertainment, Inc.	T-System, The
Clarkson College	Healthcare Compliance Resources	Medical Asset Management	TC Associates
CMC Group	Healthcare Consultants of America	Medical Audit Resource Services, Inc.	Thomson Delmar Learning
Codapedia	Healthcare Financial Group	Medical Compliance Training	UCLA Health System
Code In Record Time	Healthcare Resolution Services	Medical Learning	Ulrich Medical Concepts Inc.
CodeCorrect	Healthcare Strategies Initiatives	Medical Resource Management	UNC Health Care
CodeRyte	Healthcare Training Strategies	Medical Professionals, Inc.	Unicor Medical
CodingWebU.com	Healthworks Alliance	MediHealth Outsourcing	University of Nevada, Las Vegas
Coding & Reimbursement (CRN)	Health Information Systems	Medquist	Washington State Medical Assoc.
CodingandEducation.com	HERAE	Medsafe	White Plume Technologies
Coding Depot, Inc.	HIPAAdocs	Medtech USA, Inc.	Wolters Kluwer Law Business
Coding Group	HP3	Millennium Healthcare Consultants, Inc.	XGear Technologies, Inc.
Coding Institute	HSS, Inc.	Mind Leaf Technologies	YesMemWorks
Coding Metrix, Inc.	Huron Consulting Group	Mosby-WB Saunders-Churchill	Z Health Publishing LLC
Coding Source	ICS Sofwave, Ltd.	MSI International	
Coding Strategies, Inc.	IHS Health Group	National Government Services	
Coker Group	IMA Consulting, Inc.	Navicure	

Exhibit/Sponsorship Contract

2010 AAPC NATIONAL CONFERENCE | JACKSONVILLE, FLA. | JUNE 6–9, 2010

Contact Information

Contact person _____
 Company _____
 Address _____
 City _____ State _____ Zip code _____
 Telephone (_____) _____ Fax (_____) _____
 Email _____
 Website _____

Booth Rental Info

	Early Bird	Regular	
<input type="checkbox"/> 10' x 10' Booth	\$2,000	\$2,200	\$ _____
<input type="checkbox"/> 10' x 20' Booth	\$6,300	\$7,700	\$ _____
<input type="checkbox"/> 20' x 20' Booth	\$11,000	\$13,200	\$ _____
<input type="checkbox"/> 20' x 40' Booth	\$22,000	\$24,200	\$ _____
		Total	\$ _____

Booth Preference (list five): _____, _____, _____, _____, _____

Badge Information—Name and Title

Two per 10' x 10' booth—Each additional exhibitor is \$150.00, which includes meals and two general sessions. Substitutions made three weeks prior to conference must be made on-site for a charge of \$25.00.

1. _____
2. _____
3. _____
4. _____

Sponsorship Opportunities

	Amount	
Conference Program (inside front cover)	\$1,000	\$ _____
Conference Program (inside back cover)	\$700	\$ _____
Conference Program (back cover)	\$1,500	\$ _____
Conference Program Tabs	\$500	\$ _____
Cyber Café	\$500	\$ _____
Meal Sponsorship (*plus cost)	\$2,500*	\$ _____
Name Badge	\$1,500	\$ _____
Pen Sponsorship	\$200	\$ _____
Program Ad (black/white)	\$400	\$ _____
Program Ad (color)	\$500	\$ _____
Publication Bin	\$1,000	\$ _____
Room Keys	\$1,500	\$ _____
Total	\$	\$ _____

Make Check Payable to AAPC

Mail to:
American Academy of Professional Coders
Attn: Exhibitor Department
2480 South 3850 West, Suite B, Salt Lake City, UT 84120

Billing Information

Check Visa Discover MasterCard AmEx
 Credit Card # _____
 Expiration (mm/yyyy) ____ / ____ Amount \$ _____
 Name on Card _____
 Signature _____

A \$1,500.00 nonrefundable deposit is required for each booth.

Amount Enclosed \$ _____
Balance Due \$ _____

Remaining Balance Due by Dec. 31, 2009 (early-bird price) or
 March 15, 2010 (regular price)



American Academy of Professional Coders

A Prospectus for The American Academy of Professional Coders
2480 South 3850 West, Suite B
Salt Lake City, UT 84120

Email: jamie.zayach@aapc.com

Phone: 800-626-2633 ext. 191

Fax: 801-236-2258

www.aapc.com