



CCMC

New World

SYMPOSIUM® 2020

REACHING
NEW HEIGHTS

symposium.ccmcertification.org

2020 SPONSORSHIP & EXHIBIT OPPORTUNITIES

MARCH 12-14, 2020

GAYLORD ROCKIES RESORT & CONVENTION CENTER

AURORA, COLORADO

A PREMIER SYMPOSIUM
PRESENTED BY



Commission for Case Manager Certification

CONTACT:

Sabina Gargiulo

Vice President of Industry Relations

(856) 380-6831

sgargiulo@ccmcertification.org



ABOUT CCMC

The Commission for Case Manager Certification® is the first and largest nationally accredited organization that certifies case managers with the CCM® credential. The Commission is a nonprofit, volunteer organization that oversees the process of case manager certification. The Commission also oversees the process of Disability Management Specialist Certification with the CDMS® credential.

The Commission is positioned as the most active and prestigious certification organization supporting the case management industry. Over 46,000 board-certified case managers hold the CCM® credential and nearly 2,500 disability management specialists hold the CDMS® credential. The Commission offers professionals across the health and human services spectrum an opportunity to be board-certified as a case manager.

OUR VISION

The vision of CCMC is to be the global leader committed to the advancement and evolution of case management.

OUR MISSION

The mission of CCMC is to advocate for professional case management excellence through certification and interrelated programs and services.

CONTACT

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Vice President of Industry Relations
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CCMC's New World Symposium is the **premier national networking event** designed for allied health professionals across all practice settings interested in issues related to case management.

THE NEW WORLD SYMPOSIUM DIFFERENCE:

- A premier event presented by the oldest and most respected certifying body for case managers.
- The Commission is an expert source, on the cutting edge of what is happening in the case management field and constantly looking ahead into the future.
- Content based on feedback consistently heard from the front lines every day.
- The Commission's Code of Professional Conduct for Case Managers sets the standard for case managers and this conference is a live event extension of our highly successful CMLearning Network®.
- This event will put you in the company of professional and Board-Certified Case Managers; people who are driving change and working to implement the highest standards of patient care across the continuum. These are the thinkers, the drivers and the people who make responsible change happen.



SHOULD YOU BE MARKETING TO CASE MANAGERS?

If your organization addresses any of the following categories — the answer is **YES!**

- Academic Institutions & Higher Learning
- Accreditors
- Air Ambulance/Medical Transportation
- Behavioral Health
- Care Coordination
- Case Manager Education
- Disease Management
- Electronic Medical Records
- Healthcare Law Firms
- Home Healthcare Solutions
- Home Safety and Security
- Hospitals and Health Systems
- Infusion Services
- Insurance Companies
- Medical Supplies
- Nutritional and Dietary Products/ Services
- Occupational Therapy
- Patient Education and Advocacy
- Patient Management Tools and Technologies
- Pharmaceutical
- Pharmacy & Prescription Management
- Population Health
- Primary Care
- Rehabilitation Centers and Clinics
- Remote Patient Monitoring
- Staffing Solutions and Talent Recruitment
- Wellness
- Workers' Compensation

WHO IS TODAY'S CERTIFIED CASE MANAGER?

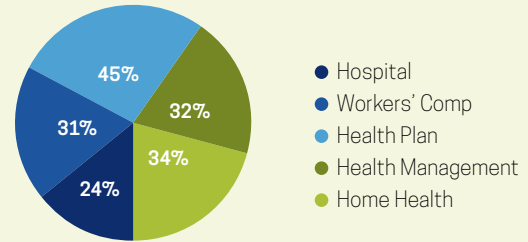
- 96%** Are women
- 61%** Have 10+ years' experience in case management
- 54** Average age
- 29%** Have advanced degrees

CCMC THANKS OUR SUPPORTERS!

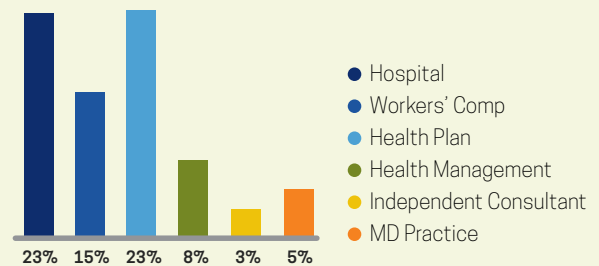
A Place For Mom, Inc.	FIG Education	Nurse.com
AAACEUs	First Databank (FDB)	Official Disability Guidelines (ODG)
AeroCare Medical Transport Systems	Florida Institute for Neurologic Rehabilitation	OIC Advance
Aging Life Care Association	Flying Angels	One Call Care Management
Air Ambulance by AirTrek	Fresenius Medical Care, Inc.	Option Care
Air Critical Care, LLC	Functional Formularies	Orange County Pain & Wellness
Air Methods Corporation	Genex Services, LLC	Paradigm
AirCARE1 International	Genoa Healthcare	Pate Rehabilitation
ALARIS	Harmony Healthcare LLC	Philips Lifeline
American Medical Response/AMR	Hill-Rom, Inc.	PillPack, Inc.
Amramp	Home Delivery Incontinent Supplies, Inc.	Post Acute Medical
Angel Medflight Worldwide Air	Home Instead Senior Care, Inc.	PreAdmit
Apria Healthcare LLC	Hope Network Neuro Rehabilitation	Premise Health, Inc.
Association of Air Medical Services/AAMS	Humana at Home and Senior Bridge	PRO2 Respiratory/PromptCare Companies
Athena Forum, LLC	H-Wave	Professional Case Management
Aunt Bertha	International Association of Rehabilitation Professionals (IARP)	Prometric LLC
Bancroft NeuroRehab	Joint Active Systems, Inc.	Rainbow Rehabilitation Centers, Inc.
BAYADA Home Health Care, Inc.	Jvion	RCM Health Care Services
Baylor Scott & White Health	Kindred Healthcare, Inc.	Regenes Biomedical, Inc.
Benchmark Physical Therapy	Kyoui	ReMed
Blue Cross Blue Shield of Texas	L.A. Care Health Plan	Rest Assured, LLC
BriovaRX Infusion, formerly AxelaCare Health Solutions	Learning Services	Right at Home, LLC
CaptionCall	Liberty Mutual Insurance	Sedgwick Claims Management Services
CareerSmart Learning	Lighthouse Guild	Service Access & Management, Inc.
CareLike, LLC	Magee Rehabilitation Hospital	SilverVue
CareWorks Managed Care Services	Jefferson Health	Sleepsafe Beds, LLC
Cedars Sinai Medical Center	Maniilaq Health Center	Spectrum Enterprise Healthcare
Central Air Ambulance	McBee Associates Inc.	TCS Healthcare Technologies
Centre For Neuro Skills	MCG Health	Teva Pharmaceuticals
Circulation, Inc.	McKesson Corporation	The Arora Group Inc
ComForCare Senior Services	Medela LLC	The Center for Case Management
Comp-X Medical Management	MedEscort International, Inc.	The Leukemia & Lymphoma Society (LLS)
Continuity Care Home Nurses	Medline Industries, Inc.	Touro Rehabilitation
Cook Children's Health Care System	MedVision, Inc.	Versalus Health
CrissCross Representative Payee Services	Mentis Neuro Rehabilitation	VieMed
CSU Institute for Palliative Care	Mom's Meals Nourishcare	Visiting Angels
CustomAir Ambulance	National Association for Healthcare Quality (NAHQ)	VPA/Visiting Physicians Association
DataCare Corporation	National Conflict Resolution Center	WellMed Medical Management
Dexam, Inc.	National Marrow Donor Program (Be The Match)	xG Health Solutions, Inc.
DMC Rehabilitation Institute of Michigan, Inc	Nationwide Ramps	XSOLIS
Eisenhower Center	naviHealth, Inc.	Yukon-Kuskokwim Health Corp
Encompass Health (Formerly HealthSouth Corporation)	NeuLife Rehab	Yuma Regional Medical Center, Inc.
Escape Adulthood	NeuroInternational	
FCP Live-In	Nexus Health Systems	
Federal Occupational Health	Northwestern University Affiliated Transplant Center/NUATC	

BOARD-CERTIFIED CASE MANAGER PRACTICE SETTINGS:

Top 5 Settings Where they Have Worked

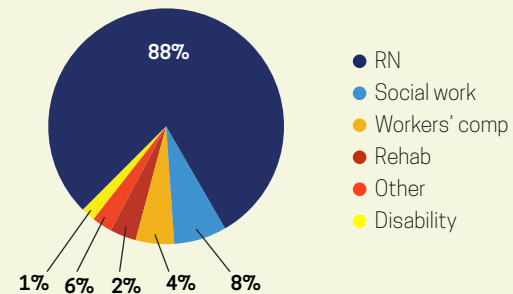


Top Settings Where they Work Now

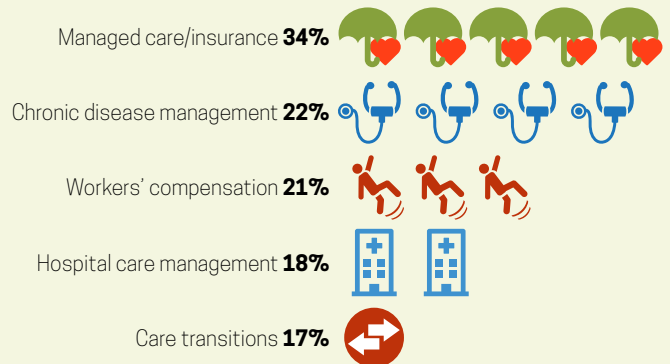


PROFESSIONAL PROFILE OF CCMs:

Majority of board-certified CCMs are RNs Licensure/Certification



Top 5 Specialty Training Areas



(Pie charts do not equal 100%)

Sources include: CCMC's 2014 Role & Function Study, CCMC's 2018 Trends Survey, CCMC Certification Statistics and CCMC's Growth, Benefits and Value: Insights into Today's CCM

TESTIMONIALS FROM SYMPOSIUM!



“Great conference! CCMC staff was very accommodating to the vendor’s needs and considered all aspects to help the vendor achieve their objectives. The attendees were very interested in our products.”

- **AIR AMBULANCE BY AIR
TREK INC.**

“It was a great Symposium and you can tell that a lot of planning and hard work was behind this very successful event! We look forward to attending each year!”

- **GENEX SERVICES**

“This Symposium was one of the greatest that I have been to. Interacting with the attendees and being able to tell they were truly engaged in the services and story I was telling is an experience I seldom have at similar events. Thank you so much for organizing such a wonderful event!”

- **GENOA, A QOL
HEALTHCARE COMPANY**

“One of the best opportunities we’ve experienced in recent trade shows where foot traffic was non-stop day 1!”

- **MEDVISION, INC.**

“We recognize the foundation of sound insurance management is the hands of case managers. Strong coordination of medical management and experience managing the complex dynamics of each case, insures better and lasting outcomes. Thank you CCMC for a great conference!”

- **PATE REHABILITATION**

“This is a well done conference with engaged attendees and exhibitors.”

- **PROFESSIONAL CASE
MANAGEMENT**

“The conference is a great venue to spend some quality time with potential referral sources from major insurers.”

- **REMED**

“Great show with enthusiastic attendees that want to learn!”

- **VISITING ANGELS**

“A great conference put together by the CCMC! I expect our recruitment team to be able to network with many of the RN’s and Social Workers who were there looking for their next assignments.”

- **HARMONY HEALTHCARE**

“We always enjoy exhibiting at the New World Symposium. The attendees are really interested in your product and the quality of traffic is excellent. We also appreciate the raffles, food, and open bar that CCMC provides to drive attendees to the exhibit hall — it really does make a difference!”

- **CAREERSMART LEARNING**

“We are deeply invested in the care management space and this event was highly recommended among many case managers and clinicians. Glad we sponsored!”

- **NAVIHEALTH**

“I have never been to a conference where the attendees have been more engaged. Very well organized and put together.”

- **BENCHMARK
REHABILITATION**



THE VERDICT IS IN!

- **80%** of Attendees said they found new products and services by visiting with the exhibitors that will positively influence and impact their organization!
- **75%** of Attendees said they anticipate being able to purchase and/or recommend products and services in the next six months that they learned about by visiting the exhibitors

SPONSORSHIP LEVELS

Sponsorship levels are determined based on the cumulative 2020 New World Symposium support from a given company.*

NEW FOR 2020!

	GOLD SPONSOR Achieved at \$14,000+	SILVER SPONSOR Achieved at \$10,000 - \$13,999	BRONZE SPONSOR Achieved at \$6,000 - \$9,999
Sponsor Spotlight Email <i>Stand-alone email highlighting your achieved level and overall Symposium involvement</i>	●		
Mobile App Push Notification <i>Highlighting booth presence</i>	●	●	
Tote Bag Insert <i>Sponsor provided</i>	●	●	
Passport2Prizes <i>Booth Traffic Builder</i>	●	●	
Sponsor-Level Recognition <i>Logo on event website, materials and signage</i>	●	●	●
Social Media Post <i>Highlighting achieved sponsor level</i>	●	●	●
Sponsor Highlight in E-blast Promotion <i>Based on availability</i>	●	●	●
Pre- and Post-Attendee List <i>with email addresses (1x use)</i>	●	●	●
Additional Complimentary Registrations	2 Full Symposium Registrations	1 Full Symposium Registration	1 Exhibit Hall Only Registration

*Companies may only be recognized at one level, benefits do not accumulate, and support is calculated based on CCMC New World Symposium 2020 sponsorship, exhibit and advertising support only.

SPEAKING & EDUCATIONAL OPPORTUNITIES

Industry Supported Breakfast Sessions (CE)	Focus Group
\$15,000 per <i>One-hour sessions</i>	\$8,000 <i>2 two-hour sessions available</i>
<p>Present a one-hour session to the CCMC audience over breakfast, where you develop the content and provide the speaker. Session proposals must meet PACE™ and ANCC content requirements to ensure programming is applicable to attendee educational needs.</p> <p>Sponsorship is designated on a first-come, first-served basis (pending content approval), and can accommodate seating for approximately 200 attendees. Fee includes room rental, hotel provided-set, basic audio visual package, accreditation application fees and food and beverage. RSVP management, internet access, lead retrieval, and computer/lap top is not included and can be ordered separately by the sponsor if needed. Speakers and session content must be approved by CCMC before invites can be extended. CCMC does not guarantee headcount.</p> <p>» <i>Now providing nursing Contact Hours through ANCC!</i></p>	<p>Conducting focus groups and targeted consumer research while at conferences provide companies with a unique opportunity to gain a truly in-depth, insightful understanding of the professionals involved in case management today. Focus groups help to further product/service research and development initiatives and used as a critical tool in setting strategic direction.</p> <p>Focus group fee includes a two-hour time slot, room rental and hotel provided-set for up to 15 attendees (actual number of attendees that can be accommodated will vary based on room set), invite sent to registered attendees who meet the company's key criterion, and staff support from the CCMC home office. Audio visual, RSVP management, food and beverage, internet access and any speaker/facilitator honorarium and/or travel are not included and can be arranged separately by the sponsor if needed. CCMC does not guarantee headcount.</p>
Live Streaming Sponsorship	Tech Suite
\$5,000 <i>1 Available</i>	\$7,000 for a single day <i>2 full-day suites available</i>
<p>Expand your case manager reach by putting your brand in front of every case manager that tunes into the 6+ live-streamed general sessions at this year's symposium. This opportunity to sponsor the top speakers at CCMC New World Symposium 2020 aligns your company with the top thought leaders in the space.</p> <p>Company logo will be promoted within the live-stream and any post-conference recordings (if offered). Additionally, company will be promoted in any pre-Symposium marketing of the live-stream program (email, website, etc.).</p>	<p>Tech Suites provide companies with an opportunity to gain working knowledge of case managers in an interactive setting, by showcasing the latest cutting-edge technology that helps our professionals to do their jobs with greater efficiency and agility. Key objectives in sponsoring a Tech Suite at the New World Symposium is for technology demonstration purposes only and to provide supporters and attendees alike the opportunity to participate in more interactive/hands-on technology-led demonstrations that would be otherwise difficult to do from an exhibition booth.</p> <p>Tech Suite fee includes room rental and hotel provided-set of a private room for up to 25 attendees, attendee list of the RSVPs who meet the company's key criterion, and staff support from the CCMC home office (actual number of attendees that can be accommodated will vary based on room set). Pricing is based on full-day access only. Audio visual, internet access, and/or food and beverage is not included and can be arranged separately by the sponsor if needed. Tech Suites are not intended to compete with Symposium and should not feature a speaker faculty above and beyond the technology facilitator and/or demonstrator. CCMC does not guarantee headcount.</p>

EXPERIENCE SPONSORSHIP

Wellness Lounge

\$9,500

1 exclusive available

Associate your company's name with wellness and relaxation at the perfect Symposium location for attendees to connect, rest and recharge; guaranteeing high return on investment for our sponsor as attendees can be required to visit your exhibit booth to receive a Lounge ticket, redeemable for a complimentary neck/back or foot massage in the Wellness Lounge!

Sponsorship includes two days of massage service, massage equipment, supplies and two (2) Professional Massage Therapist personnel. The Wellness Lounge will be positioned on the show floor in a 10' x 20' space and will come with basic signage, carpeting/padding and electrical outlets used to power the foot massage units. Any additional branding, signage, Wellness Lounge graphics, floral arrangements, food and beverage, additional furnishings, branded uniforms such as golf or T-shirts for the therapists are to be provided by the sponsor. CCMC will work with the sponsor to devise the best plan.

PROMOTIONAL AND BRANDING OPPORTUNITIES

If you have a unique sponsorship idea that is not listed below, please contact CCMC Headquarters to learn more about how we can work together to customize a solution that fits your needs.

Literature/Gift Distribution	Exclusive/Shared	Available
Tote Bag Insert	\$2,000 per	8
Door Room Drop	\$5,000 per	2
In-Room Drop	Pricing Varies	2
Brand Exposure	Exclusive/Shared	Available
Tote Bags + One Insert	\$12,000	1
Lanyards	\$10,000	1
Hotel Room Key Cards	\$8,000	1
Photo Booth	\$7,500	1
Water Bottles	\$6,000	1

Pocket Program Exclusive Sponsor

\$5,000

Each registered participant will receive this useful Symposium guide with the agenda, room locations, exhibitor listing, instructions for obtaining continuing education credit and any planned activities or social events.

Includes:

- Outside Back Cover Full Page Ad
- Inside Front Cover Full Page Ad

ATTENDANCE SPONSOR

\$2,300

For companies looking to attend the event and receive an entry-level sponsor experience. Benefits include:

- One (1) Full Registration
- Pre & Post Attendee List (1x use)
- Sponsor Recognition; Logo on Event Website, and Signage

NEW WORLD SYMPOSIUM 2020 • EXHIBIT PRICING

Secure your space early! Booth selection is based on a first-come, first-served basis.

EXHIBIT SPACE:	COST:	COMP REGISTRATIONS:	ADDITIONAL REGISTRATIONS:
10' x 10' IN-LINE BOOTH	\$2,700 per in-line	1 full registration and 1 exhibit hall only with the first 10' x 10' and 1 additional exhibit hall only registration for each additional 10' x 10'	Additional exhibit hall only registrations can be purchased for \$250 each and additional full registrations can be purchased at a discount off the current rate.
10' x 10' CORNER BOOTH	\$2,900 per corner		
10' x 10' PREMIUM LOCATION UPGRADE	\$150 per upgraded 10' x 10' booth		

EXHIBITOR BENEFITS

- 8' high back wall and 3' high side drape
- A 7" by 44" one-line identification sign indicating your company's name (as listed on the application and contract)
- Perimeter security guard service
- Recognition on the CCMC's New World Symposium website
- Listing in the on-site pocket program and on the Symposium app.
- Final Symposium attendee list distributed as an Excel file, mailing information only
- PACE™ Providers receive special company recognition in Symposium materials
- Golden Ticket — Booth Traffic Builder
- PACE™ Providers receive name badge ribbons for all attending staff and exhibit booth signage
- **Time with the attendees. When the hall is closed, we encourage exhibitors to spend time with our attendees. We believe industry partners are an important part of the case management community!**

RULES AND REGULATIONS

Please refer to CCMC's New World Symposium website to review the full rules and regulations intended by CCMC to serve the best interest of the New World Symposium 2020, the exhibitors, registrants, and to give notice to applicants and exhibitors of governing rules and regulations. All applicants are bound by the rules and regulations.

EXHIBIT ELIGIBILITY

All products and services exhibited must be germane to the study and

practice of case management, patient care and/or education. CCMC retains the sole authority to determine the eligibility of any company and/or its product. CCMC reserves the right to refuse applications of organizations not meeting standard requirements or expectations.

CCMC reserves the right to curtail or to close exhibits, wholly or in part, that reflect unfavorably on the character and the purpose of the meeting. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc.

TERMS OF PAYMENT

The applicant agrees to enclose with this application full payment. Payments should be made payable to CCMC and forwarded to the CCMC office, Attention: Sabina Gargiulo; 1120 Rte. 73, Suite 200, Mt. Laurel, NJ 08054. To be included in initial space assignments, the exhibit application and full payment must be received. Space will not be assigned or held without the application and all appropriate fees.

ASSIGNMENT OF SPACE

Priority for space assignment will be made on a first-come, first-served

basis. Taking space configurations under consideration, management reserves the right to make any revisions necessary to the floor plan. CCMC reserves the right to relocate an exhibitor at any time with the understanding that if the exhibitor does not agree with such relocation to the extent that the exhibitor cannot participate in CCMC, the payment for exhibitor space will be fully refunded.

CCMC'S NEW WORLD SYMPOSIUM CANCELLATION POLICY

Cancellations must be submitted to CCMC in writing. The date of

receipt of supporter's written notice of cancellation will be the official cancellation date. If exhibit support is cancelled on or before November 4, 2019, all monies paid to date minus a \$200 processing fee will be returned to the supporter. Cancellations of a larger sponsorship package will be returned to the supporter minus 15% of the total sponsorship fee. Any supporter who cancels after November 4, 2019, will be responsible for the total cost. No refunds for cancellations after November 4, 2019.

CCMC's NEW WORLD SYMPOSIUM

2020 SPONSORSHIP & EXHIBIT APPLICATION

MARCH 12-14, 2020 | GAYLORD ROCKIES RESORT & CONVENTION CENTER, AURORA, CO

COMPANY NAME (as it should appear in print)

KEY CONTACT NAME

JOB TITLE

ADDRESS

CITY

STATE

ZIP

PHONE

FAX

E-MAIL

WEBSITE

EXHIBIT ONLY

- 10' x 10' In-Line Booth: \$2,700 per qty. _____
- 10' x 10' Corner Booth: \$2,900 per qty. _____
- 10' x 10' Premium Location Upgrade \$150 per qty. _____

SPEAKING & EDUCATIONAL OPPORTUNITIES

- Industry Supported Breakfast Session \$15,000
- Focus Group \$8,000
- Tech Suite \$7,000
- Live Streaming Sponsorship \$5,000

LITERATURE & GIFT DISTRIBUTION

- Door Room Drop \$5,000 per _____
- Tote Bag Insert \$2,000 per _____
- In-Room Drop \$ _____

BRAND EXPOSURE & ATTENDANCE SPONSOR

- Tote Bags + One Insert \$12,000
- Hotel Room Key Cards \$8,000
- Photo Booth \$7,500
- Water Bottles \$6,000
- Pocket Program \$5,000
- Wellness Lounge \$9,500
- Attendance Sponsor \$2,300

PAYMENT INFORMATION:

Please return completed application, along with full payment to:
CCMC, Commission for Case Manager Certification

Attn: Sabina Gargiulo, Vice President of Industry Relations
 1120 Route 73, Suite 200, Mount Laurel, NJ 08054
 Fax: (856) 439-0525

MY CHECK PAYABLE TO CCMC, IS ENCLOSED.

CCMC accepts US funds drawn on a US bank only. CCMC Tax ID #:36-4029710

CHECK ENCLOSED: \$ _____

Please Charge My: Visa Master Card American Express

NAME ON CARD _____

ACCOUNT NUMBER _____

EXP DATE _____

3-DIGIT SECURITY CODE _____

SIGNATURE _____

TOTAL \$ _____

Exhibit Location Preference

Please provide at least 3 booth numbers, in order of preference.

1. _____

2. _____

3. _____

Number of booths: _____

Companies I do not wish to be near:

NWS SPONSORSHIP & EXHIBIT CONTRACT TERMS:

1. Assignment of exhibit space made by NWS is considered accepted unless rejected in writing and received by CCMC management within 14 days from the date space confirmation was received.
2. The applicant agrees to enclose with this application, full payment to CCMC. All payments should be made payable to CCMC and forwarded to the CCMC office. Sponsorship and exhibit benefits will not be fulfilled without this application and all appropriate fees paid in full.
3. Cancellations must be submitted to CCMC in writing. The date of receipt of supporter's written notice of cancellation will be the official cancellation date. If exhibit support is cancelled on or before November 4, 2019, all monies paid to date minus a \$200 processing fee will be returned to the supporter. Cancellations of a larger sponsorship package will be returned to the supporter minus 15% of the total sponsorship fee. Any supporter who cancels after November 4, 2019 will be responsible for the total cost. No refunds for cancellations after November 4, 2019.
4. By submitting this application, the applicant agrees to and is bound to all Exhibitor Rules and Regulations, which can be viewed in their entirety at symposium.ccmcertification.org.

“We always enjoy exhibiting at the New World Symposium. The attendees are really interested in your product and the quality of traffic is excellent. We also appreciate the raffles, food, and open bar that CCMC provides to drive attendees to the exhibit hall — it really does make a difference!”

- **CAREERSMART LEARNING**

“The CCMC New World Symposium was a great experience. The staff was very attentive to our needs. The Board members were very informative and engaged with all the participants and exhibitors.”

- **WELLMED**

“I was accompanied by one of our local owners and he was awarded two leads and gained a referral out of his networking /meeting efforts. This was a great event for us and we will be back next year!”

- **COMFORCARE HEALTH**



Commission for Case Manager Certification

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