# MAY 23-26, 2016

## Georgia World Congress Center

### ATLANTA, GA

**acdis**

## 9TH ANNUAL CONFERENCE

EXHIBITOR PROSPECTUS

www.acdis.org

# EXHIBIT SCHEDULE

## Monday, May 23

| | |
|---|---|
| Opening Reception - Exhibits Open | 6:00 PM–8:00 PM |

## Tuesday, May 24

| | |
|---|---|
| Exhibits Open | 7:00 AM–4:30 PM |
| Networking Breakfast in Exhibit Hall | 7:00 AM–8:00 AM |
| Networking Break in Exhibit Hall | 10:15 AM–10:45 AM |
| Networking Lunch and Giveaways in Exhibit Hall | 12:00–1:30 PM |
| Networking Break in Exhibit Hall | 2:30 PM–3:00 PM |
| Exhibit Hall Closes | 4:30 PM |

## Wednesday, May 25

| | |
|---|---|
| Exhibits Open | 7:00 AM–4:30 PM |
| Networking Breakfast in Exhibit Hall | 7:00 AM–8:00 AM |
| Networking Break in Exhibit Hall | 10:15 AM–10:45 AM |
| Networking Lunch and Giveaways in Exhibit Hall | 12:00–1:30 PM |
| Networking Break in Exhibit Hall | 2:30 PM–3:00 PM |
| Exhibit Hall Closes | 4:30 PM |

## Thursday, May 26

| | |
|---|---|
| Exhibits Open | 7:00 AM–11:00 AM |
| Networking Breakfast in Exhibit Hall | 7:00 AM–8:00 AM |
| Networking Break in Exhibit Hall | 10:15 AM–10:45 AM |
| Exhibit Hall Closes | 11:00 AM |

*Schedule subject to change.*

# 2015 EXHIBITORS

- 3M Health Information Systems
- ACS
- Addsion Group
- Altegra Health, Inc.
- American Health Information Management Association (AHIMA)
- American Medical Association
- Association of Clinical Documentation Improvement Specialists (ACDIS)
- Berkeley Research Group
- Brundage Medical Group, LLC
- Career Step
- CDI Search Group
- ChartWise Medical Systems, Inc.
- Dolbey
- Duke University Health System
- Elsevier
- Excite Health Partners
- Executive Health Resources
- FTI Consulting Health Solutions
- Harmony Healthcare

- HCPro
- HCQ/IHIT
- HCTec Partners
- Huff DRG Review
- Huron Healthcare
- JA Thomas, now part of Nuance
- M*Modal
- Maxim Health Information Services
- MedeAnalytics
- Mediscribes/ezDI
- MedPartners
- Novia Strategies Inc.
- Optum360
- Panacea Healthcare Solutions, Inc.
- Peak Health Solutions
- R.A.M Healthcare Consulting Group
- RecordsOne
- The Claro Group, LLC
- UASI-United Audit Systems, Inc.
- Vincari
- VitalWare

# This one-of-a-kind conference reaches clinical documentation improvement professionals including:

- Clinical Documentation Improvement (CDI) Specialists
- CDI Managers/Directors
- Coding Compliance Directors/Managers
- HIM Directors
- Coding Compliance Specialists
- DRG Coordinators
- Inpatient Coders
- Coding Managers/Supervisors
- Case Management Directors/Managers
- Revenue Cycle Directors
- Physician Advisors to CDI

**ᐱcdis**

The Association of Clinical Documentation Improvement Specialists (ACDIS) is a community in which clinical documentation improvement (CDI) professionals share the latest tips, tools, and strategies to implement successful CDI programs and achieve professional growth. Its mission is to bring CDI specialists together. The ACDIS annual conference focuses on problem documentation areas with disease-specific educational sessions. Expert faculty will identify compliance risk areas, provide strategies for writing effective queries, present case studies, show how to demonstrate the ROI of a CDI program to upper management, and much more.

For more information on becoming a member, please visit us at *www.acdis.org*.

# 2016 ANNUAL CONFERENCE
## SPONSORSHIP AND ADVERTISING OPPORTUNITIES

## Exclusive title sponsor

- 20x20' booth
- Acknowledgment, description, and logo in Exhibitor Directory
- Spread ad in Exhibitor Directory
- Collateral in official ACDIS conference bag
- Acknowledgment in ACDIS conference marketing
- Ad on ACDIS website one month prior and three months post conference
- Acknowledgment and logo on ACDIS conference webpage (hcmarketplace)
- Two-time use of attendee list for pre- and post-conference direct mail purposes
- Two full conference passes
- Four exhibit hall passes
- Discount for additional conference and exhibit hall passes

## Platinum

- 10 x 20' booth
- Acknowledgment, description, and logo in Exhibitor Directory
- Full-page ad in Exhibitor Directory
- Collateral in official ACDIS conference bag
- Acknowledgment and logo on ACDIS conference webpage (hcmarketplace)
- One-time use of attendee list for pre-conference direct mail purposes
- One full conference pass
- Three exhibit hall passes
- Discount for additional conference and exhibit hall passes

## Welcome Reception

- Two minutes to address the ACDIS conference audience
- Signage with company logo in reception area
- Acknowledgment, description, and logo in Exhibitor Directory
- Full-page ad in Exhibitor Directory
- Collateral in official ACDIS conference bag
- Acknowledgment on ACDIS conference webpage (hcmarketplace)
- Discount towards purchasing full conference passes

## Exclusive Registration Sponsor

- Signage with company logo at registration area
- Acknowledgment, description, and logo in Exhibitor Directory
- Full-page ad in Exhibitor Directory
- Collateral in official ACDIS conference bag
- Acknowledgment on ACDIS conference webpage (hcmarketplace)
- Discount towards purchasing full conference passes

## Expand Your Conference Presence

- The official 2016 conference bag including your company logo
- Conference bag insert
- Conference reusable water bottle with company logo
- Conference Internet/WiFi
    - WiFi internet in conference session rooms, exhibit hall, and registration area
    - Company name to appear on WiFi login Splash page
    - Acknowledgment on exhibit hall entrance banner
    - Announcement in attendee conference bags
- Charging Station
    - 1 device charging station (unit charges up to 8 devices)
    - Company logo on full front decal
    - 15'' LCD screen to display images, loops or 7 min video

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Lunch sponsor
(Day 1 or 2)

### Breakfast sponsor
(Day 1, 2, or 3)

### Break sponsor
(Day 1, 2, or 3)

**Comes with:**

- Signage with your company logo
- Table tent signage with company logo where refreshments are served
- Announcement of sponsored event in attendee conference bags
- Pre-conference attendee list for direct mail purposes
- Opportunity to address audience for two minutes
- Permission to place marketing collateral in attendee seating area
- Ability to supply ACDIS event team with branded items including but not limited to branded napkins and coffee cups
- Discount towards purchasing full conference passes

## BOOTH INFORMATION

Booth space:

- 10x10 booth
- 10x20 booth
- 20x20 booth
- 20x40 booth

Booth space comes with:

- Table, chairs, and company sign
- Full-page ad and company description listing in Exhibitor Directory
- Acknowledgment on ACDIS conference webpage (hcmarketplace)
- Two exhibit hall passes*
- Discount for additional exhibit hall passes
- Discount towards purchasing full conference passes

*10x20 booth receives three exhibit hall badges in total
**20x20 booth exhibitors receive four exhibit hall badges in total
**20x40 booth exhibitors receive eight exhibit hall badges in total

## FOR INFORMATION
on exhibiting, advertising, and sponsorship opportunities, please contact:

**Carrie Dry at 630-235-2745
or email CDry@hcpro.com.**



## LOCATION INFORMATION

**Georgia World Congress Center**
285 Andrew Young International Blvd NW
Atlanta, GA 30303

# YEAR-ROUND SPONSORSHIP OPPORTUNITIES:

## Corporate Sponsor

This sponsorship includes 5 ACDIS memberships as well as:

- Company name and logo listed in the Annual ACDIS National Conference Exhibitor Directory
- 2 banner ads per year in *CDI Strategies* (ACDIS' premier broadly circulated free e-newsletter)
- 2 company-sponsored marketing emails (deployed by ACDIS)
- Ad in the **CDI Journal** (ACDIS' bi-monthly electronic journal)
- Ad in CDI Week Q&A e-newsletter
- 5% discount on exhibitor space at Annual ACDIS National Conference
- Use of ACDIS Corporate Sponsor logo

## Corporate Partner

This sponsorship includes the benefits of the Corporate Sponsor as well as:

- An additional ad in the bi-monthly *CDI Journal*
- Quarterly conference call sponsorship and appearance by a thought leader on a call
- 2 sponsored webcasts per year featuring your industry experts
- *CDI Week Industry Survey* sponsorship
- 10% discount on exhibitor space at Annual ACDIS National Conference; priority booth selection for 2017

## CDI Week

Get in front of this targeted audience of healthcare professionals when you become a sponsor of ACDIS ' CDI Industry Outlook Survey, which will be published during Clinical Documentation Improvement Week.

## Benchmarking surveys

Our customer and membership database allows us to reach nearly 22,000 CDI-related professionals to collect statistically valid information regarding industry developments and professional trends. As a sponsor, your ad will run with the survey and you will have the opportunity to provide substantive analysis of the survey results.

## Sponsored webcasts

Get your thought leaders in front of a large, dedicated CDI audience through a sponsored webcast. You choose the content and speaker(s) and ACDIS takes care of the marketing and project management. Past sponsored webcasts have yielded 1000+ registrants and 500+ attendees.

## Ad space in CDI Strategies e-newsletter

With more than 22,000 subscribers, ad space in our biweekly e-newsletter provides unmatched exposure to this targeted audience of CDI professionals.

## Ad space on ACDIS Website

In 2014 alone, the ACDIS website had 800,000+ page views. Maximize your exposure by getting your company's banner ad in front of this targeted audience.

## Eblasts

Blast your company's exposure to another level! Whether you are holding a contest or just looking to maximize your exposure, a sponsored eblast to our 20,000+ subscribers is the way to go.

## Quarterly ACDIS conference calls

ACDIS quarterly conference calls are one-hour live telephone conference calls offered as a means for ACDIS members to discuss cutting-edge clinical, coding, and other CDI-related issues. Have one of your company's thought leaders participate in the call in addition to your branding and sponsor mention in all conference call–related posts.

**To customize a sponsorship that meets your specific needs, contact Carrie Dry at 630-235-2745 or email CDry@hcpro.com.**

# What ACDIS Attendees Are Saying . . .

"As always, the conference reenergized my love for CDI and I look forward to sharing this valuable information with my staff."

*— Robin Jones Mercy Health, Cincinnati, OH*

"The annual ACDIS conference is my preferred choice for getting the most role-specific education for Clinical Documentation Improvement best practices."

*— Federico Carbonell, BSN, RN-BC, CDIP, CCDS, Princeton Healthcare Systems, New Hope, PA*

"I would definitely recommend this conference! It is a wonderful way to get up-to-date information related to the CDI profession. There is so much information and the educational opportunity is priceless. THANK YOU ACDIS!"

*— Dawn Vitalone, RN, CDIS, Community Hospital, Munster, IN*

"It was informative and was an opportunity to hear what other facilities are doing with their CDI programs. It was also an excellent networking session for CDI professionals."

*— Linda Iparaguirre, RHIA, Physicians for Healthy Hospitals, Inc., Hemet, CA*

"There is a huge effort by the ACDIS board to place relevant topics/speakers on the agenda they have done an excellent job in choosing diverse topics—all related to the CDI field."

*— Danuta McIvor, Kaiser Permanente, Oakland, CA*

"Absolutely wonderful presentations, atmosphere, and networking opportunity for such a unique group."

*— Patricia Gallo, RN, MSN, CCDS, CMSRN, Seattle Children's Hospital, Seattle, WA*

## RESERVE YOUR SPACE TODAY!
Contact Carrie Dry at 630-235-2745
or email CDry@hcpro.com.



**acdis**
Association of Clinical Documentation
Improvement Specialists

HCPRO, A DIVISION OF BLR®, 75 SYLVAN STREET, SUITE A-101,
DANVERS, MA 01923 • TEL: 630-235-2745

# 2016 ACDIS CONFERENCE APP
## SPONSORSHIP OPPORTUNITIES

The **2016 ACDIS Conference App** provides several sponsorship opportunities to engage attendees with your brand throughout the conference.

## PROMOTED POST

Promote your news feed post for a half or full day and allow all app users to view your 140-character post that can include a link to your website or a shout out for your exhibitor booth as well as an embedded image. A promoted post will appear above all news feed activity for the allotted sponsored timeframe.
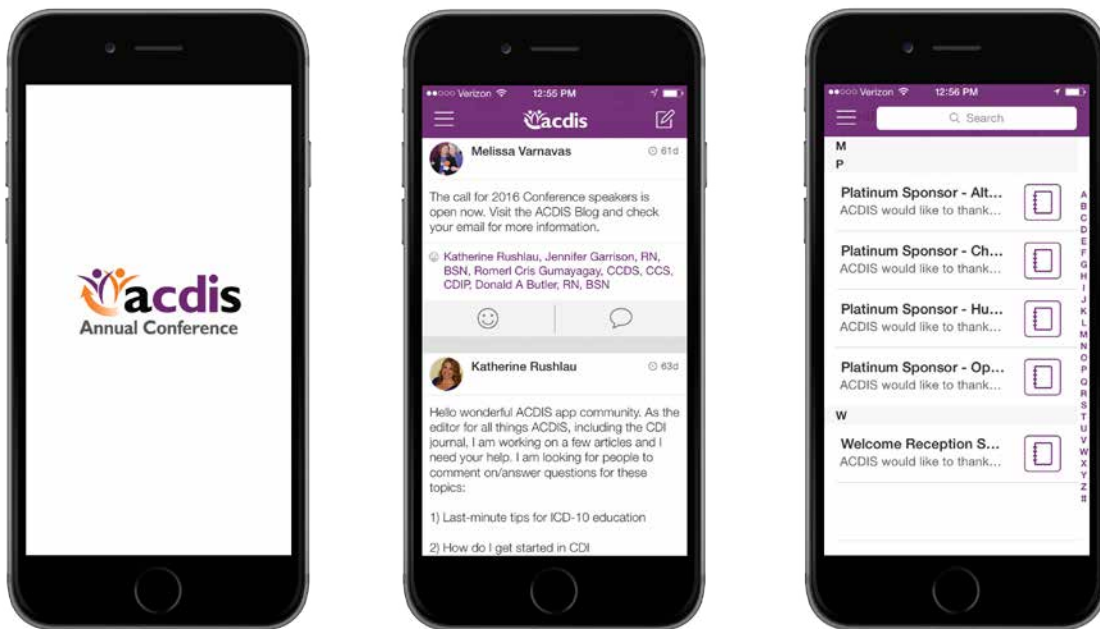
## PUSH NOTIFICATION

Looking to encourage a certain activity at the conference? If so, a push notification is a great way to push a marketing message towards some of the most engaged conference goers. This 140-character message appears like a text on a user's device but is sent out through the app. Users do not need to be logged into the app to receive the message as it will appear on their device's home screen.

## APP MENU

Appearing as a sponsor in the app menu allows for all app users to view your logo when using the app menu throughout the conference. Once your logo is added, it is pinned in place and will allow users to see your logo on screen, even when scrolling through the remaining menu items.