



Honolulu, HI – September 6-8, 2017



St. Louis, MO – September 17-19, 2017



Salt Lake City, UT - October 16-18, 2017



**2017 AAPC REGIONAL CONFERENCES
EXHIBITOR PROSPECTUS**

EXHIBITOR & SPONSOR OPPORTUNITY

2017 AAPC REGIONAL CONFERENCES:



WAIKIKI BEACH MARRIOTT RESORT

Honolulu, Hawaii
September 6 - 8, 2017



MARRIOTT ST. LOUIS GRAND

St. Louis, Missouri
September 17 - 19, 2017



THE LITTLE AMERICA HOTEL

Salt Lake City, Utah
October 16 - 18, 2017

Dear Exhibitor,

We invite you to exhibit at AAPC's 2017 Regional Conferences. This year, AAPC offers exhibitors three conferences in which to present your products/services to conference attendees. Exhibit at one location or both (for a discounted rate). The two locations are the Honolulu, Hawaii (September 6 - 8, 2017), St. Louis, Missouri (September 17 - 19, 2017) and Salt Lake City, Utah (October 16 - 18, 2017).

We are pleased to present this Call for Exhibits & Sponsors brochure, which includes exhibitor space information, the exhibiting contract, and information on sponsorship and advertising opportunities. Please review AAPC's exhibit deadline information below for important dates. Please also include your 50-word company description and logo when submitting your exhibit contract and payment.

Benefits of Exhibiting

- Reach a highly-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 will be strategically located in the middle of all the action, in a refreshment break area

Highlights

- Conference program ads
- Exhibitors' Marketplace
- Various sponsorship opportunities

We offer full- and half-page, black and white ads.

Exhibit Deadline

The deadline for exhibitor registration is [August 1](#) for [Hawaii](#) and [St. Louis](#) and [September 1](#) for [Salt Lake City](#). Please reserve your exhibitor space early so your company can benefit from all marketing opportunities. All sponsorship and exhibitor opportunities are detailed in the enclosed brochure. If you have any questions, please feel free to contact us. Each regional conference has limited exhibiting space available; you MUST register early to reserve your spot.

Thank you for considering AAPC's Regional Conferences in your annual marketing plan. We look forward to hearing from you soon!

AAPC Exhibitor Sales Team:

Christopher "Sully" Sullivan

385-207-2282 | chris.sullivan@aacpc.com

AAPC Attendees

AAPC

AAPC is the nation's largest training and credentialing association for the business of healthcare, with over 165,000 members representing physician offices, both outpatient and inpatient facilities, and payer organizations. AAPC certifications validate the knowledge and expertise of healthcare professionals in disciplines including medical coding, billing, auditing, compliance, and practice management. AAPC offers the industry-leading Certified Professional Coder (CPC®), Certified Professional Biller (CPB™), Certified Professional Medical Auditor (CPMA®), Certified Professional Compliance Officer (CPCO™), Certified Physician Practice Manager (CPPM®), and Certified Inpatient Coder (CIC™) credentials, along with more than 20 specialty-specific coding credentials. AAPC also provides a wide variety of continuing education, resources, and networking opportunities.

Attendee Profile

Professional medical coders, auditors, billers, compliance officers, and practice managers perform a wide variety of job responsibilities and are diverse in their specialties.

The common goal is upholding a higher standard for all who are in fields relating to the business of healthcare. AAPC members and attendees are employed throughout the industry as:

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

AAPC members and regional conference attendees rely on current information, products, and services, to remain on the cutting edge within the healthcare business environment. The exhibit area at AAPC's regional 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
- Higher education
- Training services
- Government regulations
- APCs
- CMS guidelines
- Periodicals
- Compliance issues



Why Exhibit With AAPC?

AAPC conferences offer an opportunity for exhibitors to target the cream of the crop within AAPC's membership. As an exhibitor, you will meet facility decision makers who have purchasing power for their respective companies. You will have their undivided attention as you demonstrate your products and services. This will allow you to establish contacts, network, and build relationships that would be difficult to achieve through traditional marketing channels.

Several exhibiting sessions are offered at each conference,

spread over each of the days. All exhibiting sessions coincide with attendees' scheduled meals.

More than 1,500 AAPC members attended the 2016 regional conferences. 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, auditors, consultants, managers, administrators, and other healthcare professionals who will be interested in your company's products and services.

Exhibitor Benefits

AAPC's regional conferences offer over six hours of exhibiting time. All scheduled meals coincide with exhibitor time to encourage attendees to visit with each of the exhibiting companies.

Each Table-Top Exhibit Space Includes:

- Two exhibitor-only name badge
- A six-foot table and two chairs
- Opportunity to hold a prize drawing within your exhibitor space
- Recognition in AAPC's conference program
- Company listing on AAPC's website (www.aapc.com), including hyperlink
- Event poster displaying event sponsors

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

- Posting on AAPC's website (www.aapc.com), including a hyperlink to your company's website
- Complimentary listing in the conference program including exhibitor space number, company contact information, a 50-word description of your company, and your company logo
- Each 2017 regional conference will offer six (6) hours of exhibiting time

Conference Program Listing Deadline:

August 1 (Hawaii & St. Louis)

September 1 (Salt Lake City)

All company descriptions, including contact information and company logo, must be submitted to Amy Evans at amy.evans@aapc.com by the above deadline(s) to be included in the conference program.

Any exhibitor that fails to meet this deadline(s) will only have their company's name and website printed in the program.

Exhibit Space Hours

Hawaii - September 6 - 8, 2017

St. Louis - September 17 - 19, 2017

Salt Lake City - October 16 - 18, 2017

Day One

11:00 a.m. – 2:30 p.m.: Exhibitor Setup
(must be set up by 2:30 p.m.)

3:00 p.m. – 4:30 p.m.: Networking Welcome Reception with Attendees

Day Two

7:00 a.m. – 8:00 a.m.: Breakfast with Attendees

12:00 p.m. – 1:30 p.m.: Lunch with Attendees

Day Three

8:00 a.m. – 9:00 a.m.: Breakfast with Attendees

11:30 a.m. – 12:45 p.m.: Lunch with Attendees

1:00 p.m.: Breakdown of Booths

*Times are subject to change

Over six (6) hours of exhibiting time available at each conference!

AAPC is the nation's largest training and certification association for the business of healthcare, with 165,000+ 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.



Sponsorship Opportunities

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

| | | |
|---------------------------------|---------|----------------------|
| Attendee Meals | \$1,500 | (4 available) |
| Full-page Conference Program Ad | \$500 | (unlimited quantity) |
| Half-page Conference Program Ad | \$250 | (unlimited quantity) |
| Lanyard | \$2,000 | (1 available) |
| Swag Item | \$350 | (4 available) |
| Tote Bag Insert | \$350 | (4 available) |

*Contact us for details:

Christopher "Sully" Sullivan

385-207-2282 | chris.sullivan@aapc.com

Attendee Meals

All meals are served in the exhibit area. Your company will be in the limelight sponsoring any one of the conference's meal events. Sponsorship amount is \$1,500. You may distribute marketing materials at each meal that you sponsor, along with your company name on a sign highlighting your 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. The printed area is 5" x 8" for a full-page ad and 5" x 4" for a half-page ad. Each advertisement will be printed in black and white.

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 4 swag items and 4 inserts.

Lanyard

Sole sponsorship opportunity — your company logo will be prominently displayed on the lanyard.

Sponsorship Deadline:
August 1 (Hawaii & St. Louis)
September 1 (Salt Lake City)

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

Logo Specifications

All sponsors must submit their company logos in vector artwork with fonts converted to outlines. Artwork must be created in Illustrator CS4 (or newer) formats, Corel Draw, or Free-hand. Fonts must be converted to outlines and saved as an .eps file. Artwork created in Photoshop, PowerPoint, or any word processing program (e.g. MS Word) cannot be used and will need to be recreated for an additional cost.

Artwork Specifications

Full Page

Trim Size: 5" x 8" (No Bleed)

AAPC will accept artwork in the following formats:

Preferred digital files: Acrobat PDF, created greyscale with high-resolution images (300 dpi.), press-optimized format, and all images and fonts embedded.

Accepted digital files: 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. All ads are subject to AAPC approval.

Half Page

Trim Size: 5" x 4" (No Bleed)



Exhibit Contract

2017 AAPC REGIONAL CONFERENCES | HONOLULU, HI | ST. LOUIS, MO | SALT LAKE CITY, UT

Exhibit Contract

Contact person _____

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

Address _____

City _____ State _____ Zip code _____

Telephone (_____) _____ Fax (_____) _____

Email _____

Website (link from AAPC's website) _____

Table-Top Rental Info

Table-top rental

Hawaii St. Louis Salt Lake City \$995 x _____ = \$ _____

Additional exhibitor attending educational sessions \$300 x _____ = \$ _____

Additional exhibitor (not attending educational sessions) \$250 x _____ = \$ _____

Total \$ _____

Badge Information—Name and Title

Each table-top display includes two exhibitor name badges. Each additional exhibitor badge is \$250 and full conference registration badges in \$300.

1. _____

2. _____

3. _____

4. _____

Sponsorship Opportunities

| | Amount | |
|---------------------------------|-----------|--------------------|
| Attendee Meals (4 available) | \$1,500 | x _____ = \$ _____ |
| Lanyard | \$2,000 | x _____ = \$ _____ |
| Conference Program Full-page Ad | \$500 | x _____ = \$ _____ |
| Conference Program Half-page Ad | \$250 | x _____ = \$ _____ |
| Swag (4 available) | \$350 | x _____ = \$ _____ |
| Insert (4 available) | \$350 | x _____ = \$ _____ |
| Total | \$ | _____ |

Make Check Payable to AAPC

Mail to:
AAPC
PO Box 35199
Seattle, WA 98124

Credit Card Payment

Submit completed contract to **Christopher Sullivan** and they will contact you soon thereafter for payment information.

A \$500.00 nonrefundable deposit is required for each exhibit space.

Balance Due \$ _____

(Remaining balance due by **August 1** for **Hawaii & St. Louis** and **September 1** for **Salt Lake City**).

Christopher "Sully" Sullivan

chris.sullivan@aapc.com | Ph: 385-207-2282



A Prospectus for AAPC
2233 S. Presidents Dr., Suite F
Salt Lake City, UT 84120
chris.sullivan@aapc.com
www.aapc.com