



REGIONAL CONFERENCE

New York City
August 19-21, 2019

2019 AAPC REGIONAL CONFERENCES **EXHIBITOR PROSPECTUS**

Seattle, WA
October 14-16, 2019



EXHIBITOR & SPONSOR OPPORTUNITY

2019 AAPC REGIONAL CONFERENCES:



SHERATON NEW YORK TIMES SQUARE HOTEL

New York City
August 19 - 21, 2019



THE WESTIN SEATTLE

Seattle, WA
October 14 - 16, 2019

Dear Exhibitor,

We invite you to exhibit at AAPC's 2019 Regional Conferences. This year, AAPC offers exhibitors two conferences in which to present your products/services to conference attendees. Exhibit at one location or both (for a discounted rate).

- New York City (August 19 - 21, 2019)
- Seattle, WA (October 14 - 16, 2019)

We are pleased to present this Call for Exhibitors & 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.

Exhibit Deadline

The deadline for exhibitor registration is [July 19](#) for [New York City](#) and [September 9](#) for [Seattle, WA](#). All sponsorship and exhibitor opportunities are detailed in the 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:

Mark Sherwood

Office: [801-990-7923](tel:801-990-7923)

Cell: [661-542-2255](tel:661-542-2255)

mark.sherwood@aapc.com

AAPC Attendees

About AAPC

AAPC is the nation's largest training and credentialing association for the business of healthcare, with over 175,000 members representing physician offices, 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

Professionals across the entire business of healthcare industry attend our conferences. Here are a few of the common titles of people attending:

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

AAPC members and regional conference attendees rely on current information, products, and services, to remain on the cutting edge within the industry. The exhibit area at AAPC's regional conference provides every attendee with the opportunity to observe new products, publications, software, and more, as well as speak a company's representatives face-to-face. Our attendees are particularly interested in these subjects:

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



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 and sell your products. Several exhibiting sessions are offered at each conference, spread over each of the days. All exhibiting sessions coincide with attendees' scheduled meals.

Exhibitor Benefits

AAPC's regional conferences offer over six hours of exhibiting time. AAPC encourages attendees to visit with each of the exhibiting companies.

Each Table-Top Exhibit Space Includes

- One full-registration badge to all educational sessions, general sessions, and meals
- One exhibitor-only name badge (good for meals and general sessions)
- 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

- [New York City \(July 19, 2019\)](#)
- [Seattle, WA \(September 9, 2019\)](#)

All company descriptions, including contact information and company logo, must be submitted to Taylor Martindale at taylor.martindale@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

New York City
August 19 - 21, 2019

Seattle, WA
October 14 - 16, 2019

Day One

11:00 a.m. – 3:30 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 175,000+ members.

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

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:

Mark Sherwood

Office: 801-990-7923

Cell: 661-542-2255

mark.sherwood@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

- [New York City \(July 19, 2019\)](#)
- [Seattle, WA \(September 9, 2019\)](#)

All sponsors must submit their company's logo to Taylor Martindale at taylor.martindale@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 Freehand. Fonts must be converted to outlines and saved as an .eps file.

Artwork Specifications

Full Page	Half Page
Trim Size: 5" x 8" (No Bleed)	Trim Size: 5" x 4" (No Bleed)

AAPC will accept artwork in the following formats:

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

Exhibit Contract

2019 AAPC REGIONAL CONFERENCES | NEW YORK CITY | SEATTLE, WA Exhibitor 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

<input type="checkbox"/>	Table-top rental	<i>Early Bird Rate of \$995 if booked by May 15th</i>	
<input type="checkbox"/>	New York City	<input type="checkbox"/>	Seattle, WA
		\$1500 x _____	= \$ _____
<input type="checkbox"/>	Additional exhibitor attending educational sessions	\$300 x _____	= \$ _____
<input type="checkbox"/>	Additional exhibitor (not attending educational sessions)	\$250 x _____	= \$ _____
	Total:	\$ _____	

Badge Information—Name and Title

Each table-top display includes two exhibitor name badges.

Additional exhibitor badges are \$250 each.

Full conference registration badges are \$300 each.

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

By signing below client acknowledges 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 July 1, 2019 will forfeit non-refundable deposit. No refunds will be issued after July 1, 2019.

Sponsorship Opportunities

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

AAPC
PO Box 639237
Cincinnati, OH 45263 - 9327

Credit Card Payment

Submit completed contract to Mark Sherwood 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 **July 1** for **New York City** and **July 15** for **Seattle, WA**).



Thank you for your interest
in exhibiting with
AAPC!

New York City
August 19-21, 2019



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

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