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**

- 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  
Cell: 661-542-2255  
mark.sherwood@aapc.com
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

<table>
<thead>
<tr>
<th>New York City</th>
<th>Seattle, WA</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 19 - 21, 2019</td>
<td>October 14 - 16, 2019</td>
</tr>
</tbody>
</table>

### Day One

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 a.m. – 3:30 p.m.</td>
<td>Exhibitor Setup (must be set up by 2:30 p.m.)</td>
</tr>
<tr>
<td>3:00 p.m. – 4:30 p.m.</td>
<td>Networking Welcome Reception with Attendees</td>
</tr>
</tbody>
</table>

### Day Two

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Breakfast with Attendees</td>
</tr>
<tr>
<td>12:00 p.m. – 1:30 p.m.</td>
<td>Lunch with Attendees</td>
</tr>
</tbody>
</table>

### Day Three

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m. – 9:00 a.m</td>
<td>Breakfast with Attendees</td>
</tr>
<tr>
<td>11:30 a.m. – 12:45 p.m.</td>
<td>Lunch with Attendees</td>
</tr>
<tr>
<td>1:00 p.m.</td>
<td>Breakdown of Booths</td>
</tr>
</tbody>
</table>

*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*:

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Cost</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendee Meals</td>
<td>$1,500</td>
<td>4 available</td>
</tr>
<tr>
<td>Full-page Conference Program Ad</td>
<td>$500</td>
<td>unlimited quantity</td>
</tr>
<tr>
<td>Half-page Conference Program Ad</td>
<td>$250</td>
<td>unlimited quantity</td>
</tr>
<tr>
<td>Lanyard</td>
<td>$2,000</td>
<td>1 available</td>
</tr>
<tr>
<td>Swag Item</td>
<td>$350</td>
<td>4 available</td>
</tr>
<tr>
<td>Tote Bag Insert</td>
<td>$350</td>
<td>4 available</td>
</tr>
</tbody>
</table>

*Contact us for details:
Mark Sherwood
Office: 801-990-7923
Cell: 661-542-2255
mark.sherwood@aapc.com

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

<table>
<thead>
<tr>
<th>Full Page</th>
<th>Half Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim Size: 5” x 8” (No Bleed)</td>
<td>Trim Size: 5” x 4” (No Bleed)</td>
</tr>
</tbody>
</table>

AAPC will accept artwork in the following formats:

<table>
<thead>
<tr>
<th>Preferred digital files</th>
<th>Accepted digital files</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acrobat PDF, created greyscale with high-resolution images (300 dpi.), press-optimized format, and all images and fonts embedded.</td>
<td>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. <em>All ads are subject to AAPC approval.</em></td>
</tr>
</tbody>
</table>
Exhibit Contract

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

☐ New York City $1500 x______ $__________

☐ Seattle, WA

☐ 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. Additional exhibitor badges are $250 each. Full conference registration badges are $300 each.

1. ____________________________________________________
2. ____________________________________________________
3. ____________________________________________________
4. ____________________________________________________

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: $__________

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.

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).

Mark Sherwood | Office: 801-990-7923 | Cell: 661-542-2255 | mark.sherwood@aapc.com
Thank you for your interest in exhibiting with AAPC!

New York City
August 19-21, 2019

AAPC

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

Contact:

Mark Sherwood
Office: 801-990-7923
Cell: 661-542-2255
mark.sherwood@aapc.com

www.aapc.com

Seattle, WA
October 14-16, 2019