



# HEALTHCON2015

*Paris by Day  
Vegas by Night*



**2015 EXHIBITOR PROSPECTUS**  
**LAS VEGAS, NV**

March 29 – 31, 2015

## CONNECTING THE BUSINESS SIDE OF HEALTHCARE

Powered by AAPC, the nation's largest association for the business of healthcare, HEALTHCON provides valuable and up-to-date information in practice management, revenue cycle management, billing, auditing, compliance, and medical coding to a broad range of healthcare professionals.

## DEAR EXHIBITOR

We are headed to the entertainment capital of the world, Las Vegas, Nevada, for AAPC's 2015 HEALTHCON at the Paris/Bally's Hotel. HEALTHCON provides exhibitors and sponsors numerous opportunities to meet thousands of members face-to-face, over the course of three days. The conference will offer many avenues to get the word out about your products and services, and will maximize opportunities to enhance your company's visibility to our members. Exhibitors are a critical element to making HEALTHCON 2015 successful. Conference attendees look forward to learning about your company's products/services that help them navigate their job duties better, easier, and faster. We're focused on making this event a success, with increased exposure to decision-makers and influencers, including physicians.

Come join us for AAPC's 23rd national conference, HEALTHCON, as we begin "Connecting the Business Side of Healthcare".

Thank you!

### Existing customers:

Contact Jamie Zayach  
801-238-9891  
jamie.zayach@aapc.com

### New customers:

Contact Josh Rhees  
801-990-7938  
josh.rhees@aapc.com

## TOP REASONS TO EXHIBIT WITH AAPC

*The business side of healthcare comes together at HEALTHCON 2015, AAPC's national conference. For a broad range of healthcare professionals, HEALTHCON 2015 will provide valuable and up-to-date information in practice management, revenue cycle management, billing, auditing, compliance, and medical coding.*

High-level general session speakers, quality entertainment, great food, and a superb location provide thousands of professionals the opportunity to network with their peers, stay current on critical business strategies, and enjoy a wonderful venue in a great city.

- Target an audience within AAPC's membership of more than 140,000
- Reach a highly-specialized audience of more than 3,000 attendees representing every state in the US
- Access to key decision makers and strong influencers
- Opportunities to promote products and services to your core audience
- Interact with healthcare professionals representing physician offices, medical clinics, facilities, payers and consulting firms
- Meet physicians, practice managers/ administrators, medical coders, billers, payers, auditors, consultants, compliance officers, and other healthcare professionals
- Establish contacts, network, and build relationships
- Provide information to attendees seeking knowledge and solutions in all aspects of healthcare business management
- Connect with attendees who have particular interest in learning everything related to ICD-10, EHRs, revenue cycle management, billing, auditing, coding, and compliance



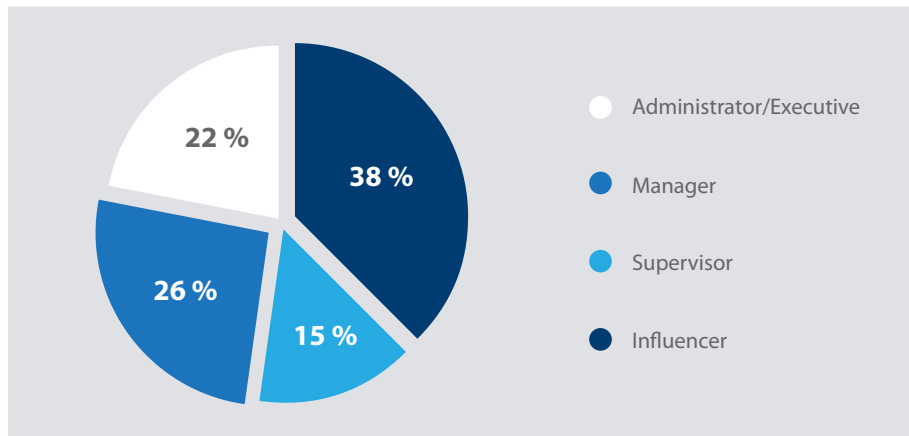
## ATTENDEE PROFILE

AAPC is the nation's largest education and credentialing organization for medical coders, billers, auditors, practice managers, compliance specialists, and revenue cycle managers.

With more than 140,000 members, AAPC provides several nationally recognized credentials to medical coders, billers, auditors, compliance offers, practice managers who work in physician offices, outpatient facilities, and payer environments. Conference attendees perform a wide variety of job responsibilities within the healthcare system and are diverse in their specialties. AAPC members and attendees are employed throughout the healthcare industry as:

- Physician-based coders
- Claim reviewers
- Facility-based coders
- Consultants
- Supervisors
- Auditors
- Medical record supervisors
- Physician office managers
- Coding managers
- Reimbursement managers
- Compliance officers
- Compliance audit specialists
- Educators
- Insurance managers
- Physicians
- Practice managers

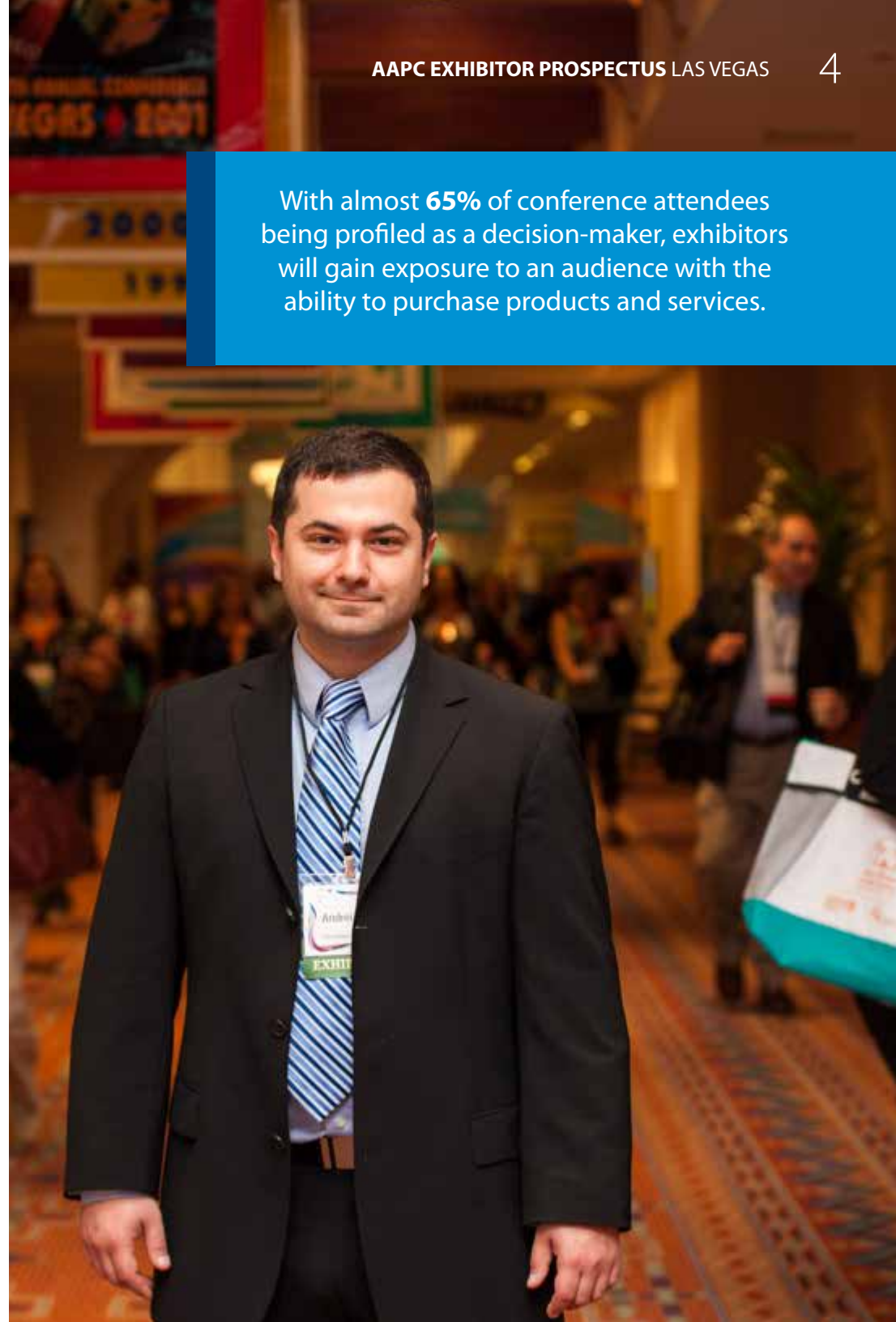
### ATTENDEE PROFILE



AAPC members and conference attendees rely on current information, products, and services to remain on the cutting edge within the rapidly growing healthcare environment. AAPC conference attendees state they are interested in having information about:

- APCs
- Training techniques and instructional aids
- ICD-10
- Billing services
- Compliance issues
- Production efficiency
- Computer-assisted coding software
- Auditing services, tools, and software
- Revenue cycle management
- Government regulations
- CMS guidelines
- EMR/EHR/PM/billing systems
- 5010
- Coding software
- PQRS
- Compliance services, tools, and software

With almost **65%** of conference attendees being profiled as a decision-maker, exhibitors will gain exposure to an audience with the ability to purchase products and services.





# SPONSORSHIP OPPORTUNITIES

For increased visibility, exposure, and impact, take advantage of one or more of the following sponsorships:

### Sponsorship Includes:

- Company name and logo on conference item
- Recognition in HEALTHCON conference program
- Event poster displaying event sponsors
- Listing in the pre-conference issue of AAPC's *Healthcare Business Monthly*
- Listing on AAPC's website

**Sponsorship Deadline:** All sponsors must submit their company logo to Amy Evans at amy.evans@aapc.com by Jan. 9, 2015. If artwork is not received by the deadline, the sponsor's company name only will be placed on the appropriate conference item and signage.

**Logo Specification:** All sponsors must submit their company logos in vector artwork with fonts converted to outlines. Artwork must be created in Illustrator CS6 (or older versions). Fonts must be converted to outlines and saved as an .eps file.



### Attendee Meals

**\$3,000 (Sole sponsorship)**  
**\$1,000 (Co-sponsorship)**

Most meals are provided in the Exhibit Hall. Your company will be in the limelight when choosing to sponsor any one of the conference's meal events. Limit of 3 shared sponsors per meal.



### SOLD Lanyard

**\$2,000 (Sole sponsorship)**

Your company logo will be prominently displayed on the lanyard, which every attendee is required to wear at all times throughout the conference.



### Wireless Internet

**\$10,000 (Sole sponsorship)**

Get premium visibility with your company's logo displayed on the log-in page with a redirect to your company's website EVERY time an attendee accesses wireless Internet.



### Program

**Starting at \$250**

Placing an advertisement in our conference program is a great way to leave a lasting impression on our members. To get maximum visibility, an ad placed on the highly-prized inside front, inside back, or back cover of our conference program is a valuable way to alert attendees to your company's products and services. ¼ page - \$250, ½ page - \$350, Full page - \$500, Tab - \$750, Inside back cover - \$850, Inside front cover - \$1,200, Back cover - \$1,750



### Pen/Swag

**\$500**

Your company pen or swag item inserted into each attendee's bag is a sure way to gain visibility and advertise your company. Vendor must supply pens or swag item.



### SOLD Tote Bag

**\$10,000 (Sole sponsorship)**  
**\$5,000 (Co-sponsorship)**

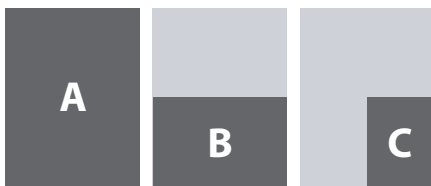
Your company logo will be prominently displayed on the bag, which every attendee is given and carries throughout the conference and also when they travel back home.

## AD ARTWORK SPECIFICATIONS

**A) Full Page:** Trim Size: 8.5" x 11" with 0.125 bleed or 7.5" x 10" with no bleed

**B) Half Page:** Trim Size: 7.25" x 4.75" (no bleed)

**C) Quarter Size:** Trim Size: 3.5" x 4.75" (no bleed)



AAPC will accept artwork in the following formats:

**Preferred Digital Files:** Acrobat PDF, created with high-resolution images (300 dpi) press-optimized format—all images and fonts embedded.

**Accepted Digital Files:** InDesign or Illustrator CS6 (Mac only). 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.

# HOTEL & CONFERENCE INFORMATION

*HEALTHCON is being held at the Paris/Bally's Hotel Las Vegas, Nevada, March 29 to April 1, 2015. Enjoy the convenience of staying near the conference.*

## EXHIBITOR QUICK FACTS

### Exhibit hours:

#### Saturday, March 28

9 a.m. - 5 p.m. .... Set-up for 20' x 20'

#### Sunday, March 29

9 a.m. - 3:45 p.m. .... Set-up for 10' x 10'  
 4:15 p.m. - 7:00 p.m. .... Attendee Reception

#### Monday, March 30

7 a.m. - 8 a.m. .... Attendee Breakfast  
 12 p.m. - 1 p.m. .... Attendee Lunch  
 2:30 p.m. - 3:30 p.m. .... Attendee Break

#### Tuesday, March 31

7 a.m. - 8 a.m. .... Attendee Breakfast  
 11:45 a.m. - 1:00 p.m. .... Attendee Lunch  
 2:15 p.m. - 3:15 p.m. .... Attendee Break  
 3:15 p.m. - 7 p.m. .... Exhibit Tear Down

### Dates to remember:

Conference Program Listing Due .....Jan. 9, 2015  
 (50-word description and logo)  
 Sponsorship Artwork Due .....Jan. 9, 2015  
 (Format on page 9)  
 Cancellation Deadline .....Jan. 9, 2015  
 Booth Personnel Name Badge Deadline .....Feb. 27, 2015  
 Hotel Reservation Deadline .....Mar. 6, 2015



## FUTURE DATES

AAPC is pleased to announce our next national event. Mark your calendars and communicate with Josh Rhees or Jamie Zayach for more information. You don't want to miss out on a prime location in the Exhibit Hall.

**Orlando, Florida**  
**April 10-13, 2016**  
**Disney's Coronado Springs Resort**



**Coronado Springs  
 Orlando, FL**

# RULES & REGULATIONS

To keep AAPC's HEALTHCON 2015 conference as successful and productive as possible, please read the following rules and regulations carefully.



By signing and submitting the exhibit contract, your company agrees to abide by these and any other rules and regulations set forth for this event. All rules and regulations govern AAPC's HEALTHCON 2015.

## 1. Exhibit Booths

- a. Each standard 10' x 10' exhibit booth is priced at \$2,900 for all exhibit contracts (\$2,700 Early-Bird discounted price).
- b. Booths are standard 10' x 10' with flameproof side and back drapes, along with aluminum supports. Each exhibitor will be provided a one-line identification sign posted in the booth.
- c. The Exhibit Hall at the Paris Las Vegas Hotel is carpeted, so vendors WILL NOT BE required to purchase carpeting for HEALTHCON 2015.
- d. Booth assignments are processed on a first-come, first-served basis by the date of the exhibitor contract. If your requested booth space has already been assigned, AAPC will assign you the next best possible placement.
- e. AAPC reserves the right to modify the floor plans or move your booth location to accommodate the updated floor plan configurations or traffic flow. AAPC will notify you of any changes.
- f. Each 10' x 10' booth is allotted two name badges for exhibiting personnel to gain access to the Exhibit Hall and attend general sessions only. The Exhibit Hall badges have no CEU earning capabilities. Additional badges may be purchased from AAPC at a cost of \$300 per Exhibit Hall-only name badge (good for access to Exhibit Hall and general sessions only), and \$500 for full-conference registration

badge (which includes admission to Exhibit Hall, general sessions, all educational sessions, and is eligible for earning CEUs). All exhibiting personnel must register and wear their badge for admission to the Exhibit Hall, educational sessions, or any social events planned by AAPC.

- g. An exhibiting company may not assign, sublet, or apportion the whole or any part of the allotted space. Exhibit booths are not sharable and may be occupied by only one company.
- h. An exhibiting company may not advertise or display products or services other than those manufactured or sold in that company's regular business.
- i. Exhibitor company descriptions in the conference program will be limited to one of affiliations or mergers.
- j. Distribution of food and/or beverage from the exhibit booth may be allowed only by written consent from AAPC's exhibit management. All food items are the direct responsibility of the exhibitor.

## 2. Exhibit Booth Payments

- a. A nonrefundable deposit of \$1,500 is due upon the signing of an exhibit contract to reserve each booth space.
- b. Balance of all exhibit fees is due on or before January 9, 2015. NOTE: To capture early-bird discounts, payment in full must be received no later than October 31, 2014.
- c. Any exhibiting company who has not paid its booth fee in full by the date listed in item 2b will not be sent an exhibitor service kit.
- d. Failure to submit payment may result in the cancellation of the assigned booth space. Exhibitor contracts received after January 9, 2015 must be accompanied by full payment.

## 3. Dedicated Exhibit Hall Hours - Exhibit Hall will be open according to the following schedule:

- a. Saturday, March 28, 2015  
Set up only (Exhibitor setup 20' x 20' or larger: 9 a.m.–5 p.m.)
- b. Sunday, March 29, 2015  
Exhibitor setup—9 a.m.–3:45 p.m. for 10' x 10' and 10' x 20' booths (Booths must be set up by 3:45 p.m.), Exhibitor Reception—4:15 p.m.–7 p.m.
- c. Monday, March 30, 2015  
Breakfast with attendees—7 a.m.–8 a.m.  
Lunch with attendees—12 p.m.–1 p.m.  
Break with attendees—2:30 p.m.–3:30 p.m.
- d. Tuesday, March 31, 2015  
Breakfast with attendees—7 a.m.–8 a.m.  
Lunch with attendees—11:45 a.m.–1:00 p.m.  
Break with attendees—2:15 p.m.–3:15 p.m.  
Dismantling of booths—3:15 p.m.–7 p.m.
- f. Show hours are subject to change, and AAPC has the right to change the conference schedule without notice.
- g. The installation of exhibit booths 20' x 20' or larger may begin on Saturday, March 28, 2015, 9 a.m.–5 p.m. Installation for all 10' x 10' and 10' x 20' exhibit booths will be on Sunday, March 29, 2015, 9 a.m.–3:45 p.m.
- h. All exhibit booths must be set by 3:45 p.m. on Sunday, March 29, 2015.
- i. All exhibit booths are to be kept intact until the closing of the Exhibit Hall on Tuesday, March 31, 2015, 3:15 pm. The dismantling of exhibit booths before this time is prohibited by AAPC and may result in a \$250 fine to the exhibiting company.
- j. Installation and dismantling of all exhibit booths is the responsibility of the exhibitor. Should the exhibitor fail to set up or remove their exhibit, AAPC will arrange for installation or removal at the exhibitor's expense.



#### 4. General Service Contractor

**a.** Triumph Exposition Services will serve as the general service contractor for AAPC's HEALTHCON 2015 in Las Vegas, NV, March 29—April 1, 2015.

**b.** An exhibitor service kit regarding other equipment available and information for shipping will be available online and emailed two months prior to the conference to all exhibitors whose exhibit fees are paid in full.

**c.** Drayage and freight charges and shipping locations will be included in the exhibitor service kit.

#### 5. Cancellations

**a.** Any exhibitor who wishes to cancel exhibit space must notify AAPC's exhibit management in writing.

**b.** In addition to the non-refundable \$1500 booth deposit, AAPC may impose a \$250 cancellation fee on any exhibitors who cancel their booths before January 9, 2015. No refunds will be issued after January 9, 2015. Deposits are non-refundable and do not apply to cancellation fees or refunds for exhibit space.

**c.** Canceled booth space will be reassigned by AAPC. Spaces are nontransferable.

**d.** In the event of cancellation of exhibits due to fire or the elements, strikes, government regulations, or any other causes beyond AAPC's control, AAPC shall not be held liable for failure to hold AAPC's conference as scheduled, and this contract shall not be binding. AAPC shall determine the amount of the exhibit fees, if any, to be refunded.

#### 6. Conflicting Meetings and Social Events

**a.** In the interest of the entire conference, exhibitors agree to not extend invitations, call meetings, or otherwise encourage absence of members, other exhibitors or invited guests from the educational sessions during official hours.

#### 7. Disruptive Exhibits

**a.** All efforts to advertise, demonstrate, and operate the exhibit booth must be conducted in such a manner as to not trespass on the rights of other exhibitors or visitors.

**b.** Exhibitors may not use any equipment or sound systems that may be disruptive to other exhibits in general or neighboring exhibit space. Extremely loud noises such as bells, sirens, buzzers, etc., will not be permitted to maintain a business-like atmosphere.

**c.** Any "unusual booth activity" outside of the standard sales and product education must be preapproved by AAPC conference management. Failure to do so may result in the exhibitor's removal from the Exhibit Hall at the exhibitor's expense.

**d.** Any exhibiting personnel found to be in violation of these rules or in violation of personal conduct rules will be removed from the Exhibit Hall by AAPC. AAPC reserves the right to remove any person from the Exhibit Hall who is deemed by AAPC to be disruptive, disorderly or unsettling in any way to other exhibiting personnel, conference attendees, AAPC staff, or any persons in the Exhibit Hall area.

**e.** Removal from the Exhibit Hall will be completed at the exhibitor's expense and may result in the complete loss of all AAPC priority points and the ability to exhibit at future AAPC conferences.

#### 8. Liability

**a.** Exhibitor assumes responsibility and agrees to indemnify and defend AAPC and the conference facilities and their respective employees and agents against any claims or expenses arising out of the use of exhibition premises.

**b.** Neither AAPC nor the conference facilities maintain insurance covering the exhibitor's property. It is the sole responsibility of the exhibitor to obtain such insurance as desired.

**c.** The exhibitor is liable for any damage caused to the building floors, walls or columns, standard booth equipment, or to other exhibitor's property. The exhibitor may not mar, tack, make holes or apply paint, lacquer, adhesives or other coating to building columns and floors or to standard booth equipment.

**d.** Exhibitors shall strictly comply with all conditions imposed by the conference facilities in their contract with AAPC and with the rules and regulations of the facility.



# EXHIBITOR/SPONSORSHIP APPLICATION

Las Vegas, Nevada | March 29—April 1, 2015

# HEALTHCON

Connecting the business side of healthcare



## CONTACT INFORMATION

Company: (as you prefer it to appear on website and program) \_\_\_\_\_ Website: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Company Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

### Booth Rental Information

Size	Price	
10 x 10	\$2,900	\$ _____
Per Corner Premium	\$500	\$ _____
Island Premium	\$1,500	\$ _____
	<b>TOTAL</b>	<b>\$ _____</b>

### Booth Preference:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

### Sponsorship Opportunities

	Price	
Wireless Internet	\$10,000	\$ _____
Sole Attendee Meal	\$3,000	\$ _____
Shared Attendee Meal	\$1,000	\$ _____
Lanyard (SOLD)	\$2,000	\$ _____
Conference Program Ad (inside front cover)	\$1,200	\$ _____
Conference Program Ad (inside back cover)	\$850	\$ _____
Conference Program Ad (back cover)	\$1,750	\$ _____
Conference Program Tab Ad	\$750	\$ _____
Program Ad (color-full page)	\$500	\$ _____
Program Ad (color-half page)	\$350	\$ _____
Program Ad (color-quarter page)	\$250	\$ _____
Pen/Swag	\$500	\$ _____
Sole Tote Bag (SOLD)	\$10,000	\$ _____
Shared Tote Bag (SOLD)	\$5,000	\$ _____

**TOTAL EXHIBIT FEES & SPONSOR FEES:** \$ \_\_\_\_\_

## BADGE INFORMATION - NAME & TITLE

Each 10' x 10' booth includes two exhibitor hall name badges (good for general sessions, Exhibit Hall, all meals, and does not include CEU-earning capabilities). Each additional exhibitor-only name badge is **\$300.00**, and each additional full-conference registration is **\$500**. You may upgrade one or both of your included exhibitor-only badges to a full-conference badge for **\$200** each. If exhibit personnel are undecided, please email [amy.evans@aapc.com](mailto:amy.evans@aapc.com) with badge information by February 27, 2015.

1. \_\_\_\_\_

3. \_\_\_\_\_

2. \_\_\_\_\_

4. \_\_\_\_\_

### MAKE CHECKS PAYABLE TO AAPC AND MAIL TO:

AAPC  
PO Box 35199, Seattle, WA 98124

### PAYMENT DUE DATES:

**Due with contract and \$1,500 deposit**

**October 31, 2014 Exhibitors receiving early bird discount, must have booths paid in full to keep discount.**

**January 9, 2015 All booths must be paid in full.**

**Cancellation received prior to January 9, 2015 will forfeit non-refundable deposit.**

**No refunds will be issued after January 9, 2015.**

### CREDIT CARD PAYMENTS:

**Submit completed contract to Jamie Zayach at 801-238-9891, or [jamie.zayach@aapc.com](mailto:jamie.zayach@aapc.com) for existing customers and Josh Rhees at: [josh.rhees@aapc.com](mailto:josh.rhees@aapc.com) for new customers; they will contact you for payment.**

A \$1,500 non-refundable deposit is required for each booth.

\*Remaining balance due by October 31, 2014, for early-bird discount. Payment in full must be received no later than January 9, 2015, to benefit from all pre-conference advertising.