

A wide-angle photograph of the Dallas skyline at night. The city is illuminated with various lights, and the Reunion Tower is prominent on the left. A bridge with lights is visible in the foreground.

Dallas, TX - August 16 - 18, 2015

2015 AAPC REGIONAL CONFERENCES
Featuring ICD-10
EXHIBITOR PROSPECTUS

A photograph of the Chicago skyline during the day. The Willis Tower is the central focus, surrounded by other skyscrapers. The city is viewed from a distance, showing a mix of high-rise buildings and lower structures.

Chicago, IL - September 3 - 5, 2015

EXHIBITOR & SPONSOR OPPORTUNITY

2015 AAPC REGIONAL CONFERENCES:



GAYLORD TEXAN RESORT

DALLAS, TEXAS
AUGUST 16 – 18, 2015



HYATT REGENCY CHICAGO

CHICAGO, ILLINOIS
SEPTEMBER 3 – 5, 2015

Dear Exhibitor,

We invite you to exhibit at AAPC's 2015 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). The two locations are the Gaylord Texan Resort (August 16 – 18, 2015) and the Hyatt Regency Chicago (September 3 – 5, 2015).

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 July 25, 2015 for Dallas and August 31, 2015 for Chicago. 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/Advertising Sales Team:

Jamie Zayach | 801-236-2200, ext 191

Jon Valderrama | 801-236-2200, ext 406

AAPC Attendees

AAPC

AAPC is the nation's largest training and credentialing association for the business of healthcare, with more than 140,000 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™), and Certified Physician Practice Manager (CPPM®) 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
- Revenue cycle manager
- Practice/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 conferences 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 and tools



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 1,200 AAPC members attended the 2014 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 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:

- 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 2015 regional conference will offer six (6) hours of exhibiting time

Conference Program Listing Deadline: July 15 (Dallas) August 31 (Chicago)

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

Dallas—August 16 – 18, 2015

Chicago—September 3 – 5, 2015

Day One

11:00 a.m.–3:30 p.m.—Exhibitor Setup (must be set up by 3:30 p.m.)

4:00 p.m.–6:00 p.m.—Networking Welcome Reception with Attendees

Day Two

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

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

Day Three

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

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

1:00 p.m.—Breakdown of Booths

*Times are subject to change

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 140,000+ 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	\$500	(4 available)
Full-page Conference Program Ad	\$250	(unlimited quantity)
Half-page Conference Program Ad	\$150	(unlimited quantity)
Lanyard	\$1,000	(1 available)
Swag Item	\$200	(4 available)
Tote Bag Insert	\$200	(4 available)

*Contact us for details:

Jamie Zayach | 801-236-2200, ext 191

jamie.zayach@aapc.com

Jon Valderrama | 801-236-2200, ext 406

jon.valderrama@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 \$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:

July 15 (Dallas)

August 31 (Chicago)

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 Freehand. 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)

Half Page

Trim Size: 5" x 4" (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.



Exhibit Contract

2015 AAPC REGIONAL CONFERENCES | DALLAS, TX | CHICAGO, IL

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

<input type="checkbox"/> Table-top rental	<input type="checkbox"/> Dallas	<input type="checkbox"/> Chicago	\$995	x _____ =	\$ _____
<input type="checkbox"/> Table-top rental at both Dallas and Chicago			\$1590	x _____ =	\$ _____
<input type="checkbox"/> Additional exhibitor attending educational sessions			\$150	x _____ =	\$ _____
<input type="checkbox"/> Additional exhibitor (not attending educational sessions)			\$100	x _____ =	\$ _____
Total					\$ _____

Badge Information—Name and Title

Each table-top display includes one exhibitor name badge and one conference registration name badge. Each additional exhibitor badge is \$150 and that includes meals and two general sessions.

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

Sponsorship Opportunities

		Amount
Attendee Meals (4 available)	\$500	x _____ = \$ _____
Conference Program		
Full-page Ad	\$250	x _____ = \$ _____
Conference Program		
Half-page Ad	\$150	x _____ = \$ _____
Swag (4 available)	\$200	x _____ = \$ _____
Insert (4 available)	\$200	x _____ = \$ _____
Total		\$ _____

Make Check Payable to AAPC

Mail to:

AAPC
PO Box 35199
Seattle, WA 98124

Credit Card Payment

Submit completed contract to Jamie Zayach or Jon Valderrama 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 15, 2015 for Dallas and August 31, 2015 for Chicago)

Jamie Zayach

jamie.zayach@aapc.com

Ph: 801-236-2200, ext 191

Fax: 801-236-2258

Jon Valderrama

jon.valderrama@aapc.com

Ph: 801-236-2200, ext 406

Fax: 801-236-2258



A Prospectus for AAPC

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www.aapc.com