



# Exhibitor Prospectus

Dear Exhibitor:

We are pleased to present the AAPC 2013 National Conference Prospectus for your review. This year's conference will be held in Orlando, Florida, April 14-17, 2013, at Disney's Coronado Springs Resort. AAPC National Conferences provide exhibitors and exhibiting sponsors numerous opportunities to meet thousands of our members, face-to-face, over the course of the three-day event. The 2013 National Conference will offer exhibitors and sponsors many avenues to get the word out about their products and services and maximize opportunities to enhance their companies' visibility to our members. We offer premium 10 x10 foot booths in the middle of the exhibit hall (see page 3). These spaces are offered in a limited number for an additional fee and are a guaranteed way to get your company directly in front of the crowds at an affordable price.

AAPC also offers sponsorship opportunities that are a great way to announce your company's presence and increase overall exposure to conference attendees at reasonable prices. AAPC augments your exhibiting/sponsoring experience by offering:

- Complimentary pre-conference listing of exhibitors on AAPC website
- Complimentary listing in pre-conference issue of *Coding Edge* magazine
- Complimentary listing on AAPC's Online Buyer's Guide
- Access to pre and post-conference mailing list (good for a one-time mailing)

For more information please feel free to contact me at any time. We look forward to having you join us in wonderful Orlando!

## Conference Team

**Phone: 800-626-2633**

Melanie Mestas, Ext. 145

Amy Evans, Ext. 101

## Top Reasons to Exhibit with AAPC

- Targeted audience with AAPC’s membership of 120,000 members
- Access to more than 2,000 attendees representing every state in the U.S.
- Opportunity to promote products and services to your core audience:
  - Health care professional attendees representing physician offices, medical clinics, facilities, payers, and consulting firms
  - Meet doctors, practice managers, medical coders, billers, payers, auditors, consultants, administrators, and other health care professionals.
- Establish contacts, network, and build relationships.

## AAPC Conference Attendees

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 120,000 members, AAPC provides the following nationally recognized credentials to medical coders in physician offices, outpatient facilities, and payer environments:

- Certified Professional Coder (CPC®)
- Certified Professional Coder—Hospital (CPC-H®)
- Certified Professional Coder—Payer (CPC-P®)
- Certified Professional Medical Auditor (CPMA®)
- Certified Interventional Radiology Cardiovascular Coder® (CIRCC®)
- Specialty-specific credentials

Professional medical coders perform a wide variety of job responsibilities within the health care system and are diverse in their specialties. AAPC members and attendees are employed throughout the health care and coding industry as:

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Physician-based coders</li> <li>• Claims reviewers</li> <li>• Facility-based coders</li> <li>• Consultants</li> <li>• Supervisors</li> <li>• Medical records supervisors</li> <li>• Office managers</li> <li>• Coding managers</li> </ul> | <ul style="list-style-type: none"> <li>• Reimbursement managers</li> <li>• Compliance officers</li> <li>• Compliance audit specialists</li> <li>• Educators</li> <li>• Insurance managers</li> <li>• Physicians</li> <li>• Practice administrators</li> </ul> |
|--|---|

AAPC members and conference attendees rely on current information, products, and services to remain on the cutting edge within the rapidly growing health care environment. AAPC conference attendees are interested in:

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Coding literature</li> <li>• Instructional aids</li> <li>• Billing services</li> <li>• Training techniques</li> <li>• Production efficiency</li> <li>• Coding software</li> <li>• Auditing services</li> <li>• Higher education</li> <li>• Training services</li> <li>• Government regulations</li> <li>• APCs</li> </ul> | <ul style="list-style-type: none"> <li>• CMS guidelines</li> <li>• Periodicals</li> <li>• Compliance issues</li> <li>• Computer-assisted coding</li> <li>• Revenue cycle management</li> <li>• EMR/EHR/PM Systems</li> <li>• PQRS</li> <li>• ICD-10 literature/information</li> <li>• 5010</li> <li>• e-Prescription</li> </ul> |
|--|---|

## Hotel and Conference Information:

AAPC’s 21st National Conference is being held at Disney’s Coronado Springs Resort in Orlando, Florida. Enjoy the convenience of staying near the conference.



**Disney Coronado Springs Resort**  
**1000 West Buena Vista Drive**  
**Kissimmee, Florida 34747**  
**409-939-1000**

**AAPC’s Hotel Room Rate: \$199**

Disney’s Coronado Springs Resort celebrates the cultures of Mexico and the American Southwest with Spanish-colonial architectural elements.

Exhibits will be held in the Veracruz Exhibit Hall, an 86,000 square foot room with 23’ ceilings.

Starting in November, you may reserve rooms for your stay at Disney’s Coronado Springs Resort by going to: [www.aapc.com](http://www.aapc.com).

## Exhibitor Benefits

The AAPC conference offers over nine hours of dedicated exhibiting time for your company to meet with conference attendees. An opening exhibitor reception and most scheduled meals are provided directly in the exhibit hall, which encourages attendees to visit the representatives of each of the exhibiting companies.

## Each 10' x 10' exhibit space includes:

- One six-foot table, two standard chairs, and waste basket
- Draped backdrop and draped side rails
- A one-line exhibitor sign for booth
- One complimentary conference registration with badge to all educational sessions and CEU-earning capabilities
- One complimentary exhibitor name badge (good for admission to general sessions only and no CEU-earning capabilities)
- Listing in the pre-conference issue of AAPC's *Coding Edge* magazine, AAPC's monthly print publication
- Complimentary listing in the conference program that includes booth number, company contact information, a 50-word description of your company's product(s)/service(s), and your company logo
- Access to pre-conference attendee mailing list for a one-time use, available on March 15, 2013
- Access to post-conference attendee mailing list including for a one-time use, available on April 24, 2013
- Free posting on AAPC's website ([www.aapc.com](http://www.aapc.com)), company name and hyperlink to your company's website
- Opportunity to hold a prize drawing

\*Exhibitors are required to either purchase carpet from Triumph Expo and Events or provide carpet for booth\*

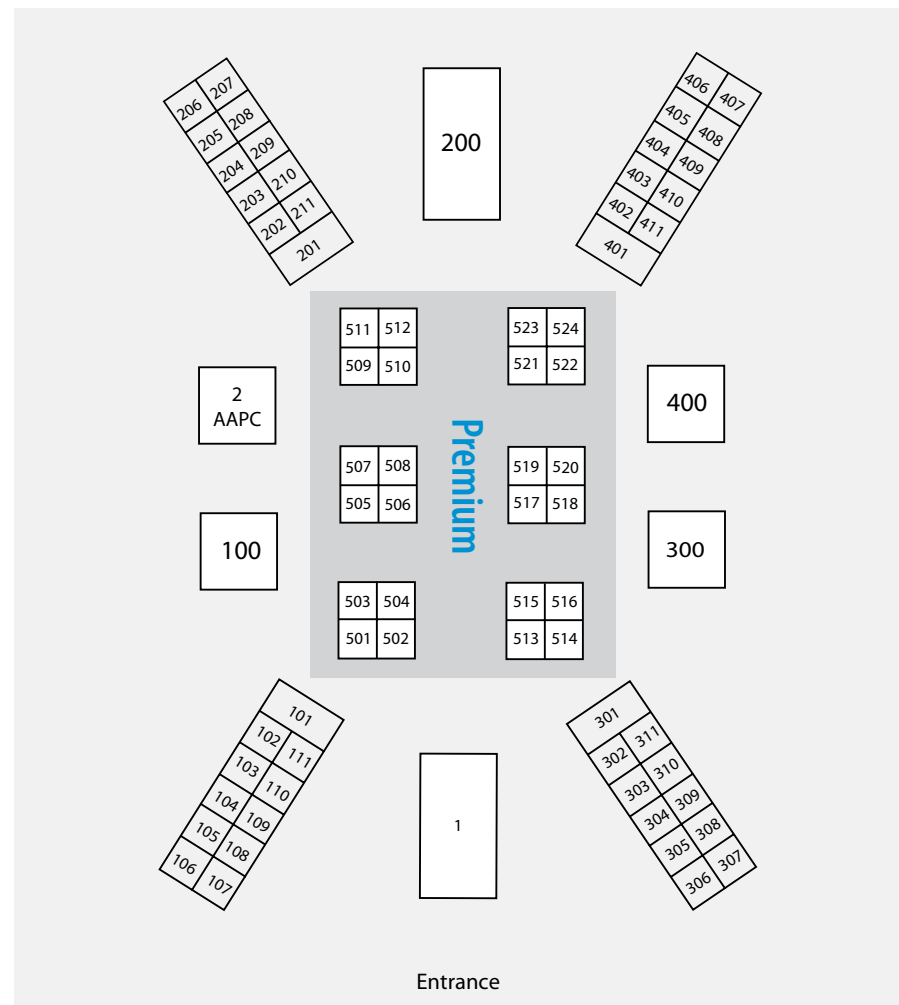
\*Companies purchasing "Sponsorship only" will not be eligible for discounted exhibit hall badges.

## Exhibit Booth Prices

Booth Sizes	Price	Early Bird Price (by Dec. 31, 2012)
10 x 10	\$3,295	\$2,965
10 x 10 Premium	\$4,195	\$3,695
10 x 20	\$6,495	\$5,895
20 x 20	\$13,995	\$12,595
20 x 40	\$27,995	\$25,195

**Several dedicated exhibiting sessions**—spread over each of the days—are offered at each AAPC conference. These dedicated sessions are tied to attendees' scheduled meals provided exclusively in the exhibit hall, which greatly increases the traffic exhibitors may experience at their booths.

## Exhibit Hall Floor Plan Disney Coronado Springs Resort April 14-17, 2013



## Exhibit Hall Times:

**Sunday, April 14**  
Reception 4:30–7 pm

**Monday, April 15**  
Breakfast 7–8 am  
Lunch 12–1:30 pm

**Tuesday, April 16**  
Breakfast 7–8 am  
Break 9:30–10:15 am  
Lunch 12–1 pm  
Break 2:45–3:15 pm

## Sponsorship Opportunities

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

Attendee Meals.....	\$3,000
Lanyard.....	\$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 Ads (color—full page).....	\$500
Program Ads (color—½ page).....	\$350
Program Ads (color—¼ page).....	\$250
Cyber Café – 2 stations each (3 available).....	\$1500
Pen/Swag.....	\$500

\*Call Conference Team at 800-626-2633, ext. 145 or ext. 101 for details.

Your sponsorship includes:

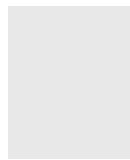
- Company name and logo on conference item
- Recognition in AAPC's conference program
- Event poster displaying event sponsors
- Listing in the pre-conference issue of AAPC's *Coding Edge* magazine
- Company listing on AAPC's website (www.aapc.com), including hyperlink to your company's website

## Ad Artwork Specifications

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

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

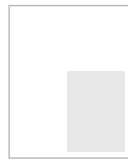
**Quarter Size:** Trim Size: 3.5" x 4.75" (no bleed)



Full Page Ad



Half Page Ad



Quarter Page Ad

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 CS4 (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.

## Sponsorship Details

### Attendee Meals—Sponsorship Cost \$3,000\* (6 available)

All 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. Contact conference team for more information. \*Refers to the cost of any items you would use as marketing tools (i.e., signage, napkins, raffles, etc.)

### Lanyard—Sponsorship Cost \$2,000

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

### Conference Program Ad—Sponsorship Cost \$250–\$1,750

Placing a display 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. The printed area for all full-size program ads is 8.5" x 11" 4-color (CMYK only).

### Conference Program Tabs—Sponsorship Cost \$750 (10 available)

Placing a distinctive display advertisement on one of the limited number of the conference program tabs is a valuable way to alert attendees to your company's products and services. The printed area for all program tab ads is 8.5" x 11" in full 4-color (CMYK only).

### Cyber Café—Co-Sponsorship Cost \$1500 (3 available)

Each 2-station Cyber Café offers the opportunity to display your company's logo on the screensaver and a sign on top of the monitor at each Cyber Café station. Your company will be allowed to provide mouse pads and wrist guards with your company name and logo to each station that you purchased. Call conference team for details if you desire a sole sponsorship.

### Pens/Swag—Sponsorship Cost \$500

Your company pen inserted into each attendee's bag is sure way to gain visibility and advertise your company. Vendor must supply pens. Placing a swag item in each attendee's bag is a sure way for them to remember your company's presence.

**Sponsorship Deadline:** All sponsors must submit their company logos to Amy Evans at amy.evans@aapc.com by February 1, 2013. 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 Specifications:** All sponsors must submit their company logos in vector artwork with fonts converted to outlines. Artwork must be created in Illustrator CS4 (or lower formats), Corel Draw or Freehand. Fonts must be converted to outlines and saved as an .eps file. Artwork created in Photoshop, Microsoft Word, PowerPoint, or other word processing programs may not be used. Artwork services are available for an additional cost. Contact AAPC at 800-626-2633, for rate information.

To ensure your exhibiting experience at AAPC's Orlando, Florida 2013 conference is 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 conference in 2013.

### 1. Exhibit Booths

- a. Each standard 10' x 10' exhibit booth is priced at \$3,295 for all exhibit contracts (\$2,965 Early Bird 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 Disney's Coronado Springs Resort is **not** carpeted, so vendors will be required to purchase or provide carpeting for the 2013 conference.
- 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 all changes.
- f. Each 10' x 10' booth is allotted one name badge for exhibiting personnel to attend general sessions only, and have no CEU earning capabilities and one name badge to attend all educational conference sessions that does have CEU-earning capabilities. Additional badges may be purchased from AAPC at a cost of \$150 per exhibit hall name badge (good for General Sessions only) and \$300 for full conference registration (including admission to all educational sessions, eligible for earning CEUs). All exhibiting personnel must register and wear their badges 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

company name and identity listing regardless 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 February 1, 2013. NOTE: To capture early-bird discounts, payment in full must be received no later than December 31, 2012.
- 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 February 1, 2013 must be accompanied by full payment.

### 3. Dedicated Exhibit Hall Hours

Exhibit Hall will be open according to the following schedule:

- a. Saturday, April 13, 2013  
Setup only (Exhibitor setup 20' x 20' or larger: 9 a.m.–6 p.m.)
- b. Sunday, April 14, 2013  
Exhibitor setup—9 a.m.–3:45 p.m. for 10' x 10' booths (*Booths must be set by 3:45 p.m.*)  
Exhibitor Reception—4:30–7 p.m.
- c. Monday, April 15, 2013  
Breakfast with attendees—7–8 a.m.  
Lunch with attendees—12–1:30 p.m.
- d. Tuesday, April 16, 2013  
Breakfast with attendees—7–8 a.m.  
Break with attendees—9:30–10:15 a.m.  
Lunch with attendees—12–1 p.m.  
Break with attendees—2:45–3:15 p.m.  
Dismantling of booths—3:15 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, April 13, 2013, 9 a.m.–6 p.m. Installation for all 10' x 10' exhibit booths will be on Sunday, April 14, 2013, 9 a.m.–3:45 p.m.
- h. All exhibit booths must be set by 3:45 p.m. on Sunday, April 14, 2013.
- i. All exhibit booths are to be kept intact until the closing of the exhibit hall on Tuesday,

April 16, 2013, 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 2013 conference in Orlando, Florida, April 14-17, 2013.
- 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 February 1, 2013. No refunds will be issued after February 1, 2013. Deposits are non-refundable and do not apply to cancellation fees or refunds for exhibit space.
- c. Cancelled 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, Exhibit Hall during official hours, or social events planned by AAPC.

### 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.

## Future Dates:

AAPC is pleased to announce our next two national conferences. Mark your calendars and communicate with AAPC for more information. You don't want to miss out on a prime location in the exhibit hall.



**Nashville, Tennessee**  
**April 13-16, 2014**  
**Gaylord Opryland Hotel**



**Las Vegas, Nevada**  
**April 12-15, 2015**  
**TBA**

## Exhibitor Quick Facts:

### Exhibitor Hours:

<b>Saturday, April 13</b>	20' x 20' or larger setup.....	9 am–6 pm
<b>Sunday, April 14</b>	10' x 10' Booth setup.....	9 am–3:45 pm
	Exhibitor Reception.....	4:30–7 pm
<b>Monday, April 15</b>	Breakfast with attendees.....	7–8 am
	Lunch with attendees.....	12–1:30 pm
<b>Tuesday, April 16</b>	Breakfast with attendees.....	7–8 am
	Break with attendees.....	9:30–10:15 am
	Lunch with attendees.....	12–1 pm
	Break with attendees.....	2:45–3:15 pm
	Dismantling of booths.....	3:15 pm

### Dates to Remember:

Early Bird Pricing Ends.....	Dec. 31, 2012
Conference Program Listing Due <i>(50-word description &amp; logo)</i> .....	Feb. 1, 2013
Sponsorship Artwork Due <i>(Format on page 4)</i> .....	Feb. 1, 2013
Cancellation Deadline.....	Feb. 1, 2013
Exhibitor Services Discount Deadline.....	TBA
Hotel Reservation Deadline.....	TBA
Booth Personnel Name Badge Deadline.....	March 29, 2013
Pre-Conference Mailing List.....	March 15, 2013
Post-Conference Mailing List.....	April 24, 2013



# Exhibitor/Sponsorship Application | Orlando, FL | April 14-17, 2013

## 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	Early Bird Price*	
10 x 10	\$3,295	\$2,965	\$ _____
10 x 10 <i>Premium</i>	\$4,195	\$3,695	\$ _____
10 x 20	\$6,495	\$5,895	\$ _____
20 x 20	\$13,995	\$12,595	\$ _____
20 x 40	\$27,995	\$25,195	\$ _____
<b>TOTAL</b>			\$ _____

**Booth Preference:** 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

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

### Sponsorship Opportunities

Attendee Meal	\$3,000	\$ _____
Lanyard	\$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	\$ _____
Cyber Cafe (2 Stations each)	\$1500	\$ _____
Pen/Swag	\$500	\$ _____
<b>TOTAL</b>		\$ _____

## Badge Information—Name and Title

Each 10' x 10' booth includes one exhibitor-only name badge (good for general sessions, exhibit hall, all meals, and does not include CEU-earning capabilities) and one full-conference registration name badge (good for all educational sessions, all meals, but does not include CEU-earning capabilities). Each additional exhibitor-only name badge is **\$150.00**, and each additional full-conference registration is **\$300**. If exhibit personnel are undecided, please email [amy.evans@aapc.com](mailto:amy.evans@aapc.com) with badge information by March 29, 2013.

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

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

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

**AAPC**  
**Attn: Melanie Mestas**  
**2480 South 3850 West, Suite B, Salt Lake City, UT 84120**

### PAYMENT DUE DATES:

**Due with contract and \$1,500 deposit**  
**100 percent by December 31, 2012 for Early Bird Pricing**  
**100 percent by February 1, 2013 all booth fees must be paid**

**Cancellation Received prior to February 1, 2013 will forfeit non-refundable deposit.**  
**No refunds will be issued after February 1, 2013.**

\*Remaining Balance due by December 31, 2012 for early-bird discount. Payment in full must be received no later than February 1, 2013 to benefit from all pre-conference advertising.

### Credit Card Information:

Visa
  Discover
  MasterCard
  AmEx

Credit Card # \_\_\_\_\_

Expiration (mm/yyyy) \_\_\_\_\_ Amount \$ \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

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

**Amount Enclosed \$** \_\_\_\_\_ **Balance Due \$** \_\_\_\_\_