







AAPC National Conference

April 3-6, 2011

Call for Exhibits & Sponsors

AAPC NATIONAL CONFERENCE LONG BEACH CONVENTION CENTER LONG BEACH, CALIFORNIA APRIL 3-6, 2011

Dear Exhibitor,

We invite you to exhibit at AAPC's National Conference in Long Beach, California, April 3-6, 2011.

We are pleased to present this Call for Exhibits & Sponsors brochure, which includes booth information, the exhibit contract and sponsorship and advertising opportunities. Be sure to include your 50-word exhibitor description and company logo when submitting your Exhibit/ Sponsorship Contract and payment.

Benefits of Exhibiting

- Reach a highly specialized audience of medical coders, billers, practice administrators, health care managers, revenue cycle managers, medical auditors, medical compliance specialists, and a variety of other health care business administrators.
- · Interact with key decision makers.
- Maximize booth location. All sponsors and exhibitors will be located in the middle of all the action strategically placed in a refreshment break area.

Highlights

- · Conference program ads
- Exhibitors Marketplace
- · Sponsorship Opportunities
- · Access to pre- and post-conference attendee mailing lists

Conference program ads are available. We offer full-page, four-color ads.

All sponsorship and exhibitor opportunities are detailed in the enclosed brochure. If you have other questions please direct them to Jamie Zayach at 800-626-2633 ext. 191.

Thank you for considering AAPC's National Conference in your annual marketing plans. We look forward to hearing from you!

Jamie Zayach, Exhibiting and Advertising Sales Manager

Phone: 800-626-2633 ext. 191 | Email: jamie.zayach@aapc.com | Fax: 801-236-2258

For the following hotels, reservations must be made directly through AAPC.

Hotel Information

The Westin Long Beach 333 East Ocean Blvd. Long Beach, CA 90802 562-436-3000 Hilton Long Beach 701 West Ocean Blvd. Long Beach, CA 90831 562-983-3400

Renaissance Long Beach 111 East Ocean Blvd. Long Beach, CA 90802 562-437-5900







2009 Las Vegas Exhibit Hall

AAPC Conference Attendees

AAPC

AAPC is the nation's largest education and credentialing organization for medical coders, billers, auditors, practice managers, compliance specialists, revenue cycle managers, and other top health care business professionals. AAPC provides nationally recognized credentials to non-clinical staff, including the sought-after Certified Professional Coder—CPC® and Certified Professional Medical Auditor—CPMA™ AAPC credentials represent the industry-standard certifications for the business side of medicine.

Attendee Profile

AAPC members perform a wide variety of job responsibilities within the health care system and are diverse in their specialties. The common goal is upholding a higher standard for health care management. AAPC members and attendees are employed throughout the health care and coding industry as:

- · Claims Reviewers
- Facility-based Coders
- Physician-based Coders
- Consultants
- Supervisors

- Reimbursement Managers
- Compliance Officers
- Compliance Audit Specialists
- Educators
- Insurance Managers

- Medical Records Supervisors
- Office Managers
- · Coding Managers
- Physicians
- Speakers

AAPC members and conference attendees rely on current information, products and services to remain on the cutting edge in the rapidly growing health care environment. The exhibit hall at AAPC's national conference 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

- Education
- Training services
- Government regulations
- APCs
- · CMS guidelines
- Periodicals
- Compliance issues

- Computer-assisted coding
- · Revenue cycle management
- EMR/EHR/PM systems
- PQRI registries
- ICD-10 literature/information

Why Exhibit With AAPC?

AAPC conferences offer an opportunity for exhibitors to target the cream of the crop within AAPC's membership, which includes more than 98,000 members from every state in the U.S. As an exhibitor, you will meet facility decision makers who have purchasing power or strong clout in their respective companies. You will have their undivided attention as you demonstrate your product(s) and service(s). This will allow you to establish contacts, network and build relationships that would be difficult to achieve through traditional marketing channels.

Several dedicated exhibiting sessions are offered at each conference spread over each of the days. These dedicated sessions are all tied to attendee's scheduled meals provided exclusively in the exhibit hall, which greatly increases the traffic our exhibitors see to their booths. Exhibit booth packages are available for companies who are interested in exhibiting at the 2011 AAPC National Conference. A wide variety of sponsorship opportunities are also available.

Nearly 2,000 AAPC members attended the 2010 national conference in Jacksonville, Fla. Those attending were health care professionals representing clinics, facilities, payers, physicians and consulting firms.

Don't miss out on this opportunity to meet with coders, billers, payers, consultants, administrators and other healthcare professionals interested in your company's products.

AAPC is the nation's largest training and certification association for medical coders, practice managers and compliance officers, with over 98,000 members.

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

AAPC reaches an audience that includes professional billing and coding staff, university management, physicians, nurses, insurance payers, consultants, educators, accountants and those dealing with legal issues associated with medical coding.



Exhibitor Benefits

The AAPC conference offers over 9 hours of unopposed exhibiting time for your company to meet with almost 3,000 conference attendees. An opening exhibitor reception and scheduled meals are all provided directly in the exhibit hall to encourage attendees to visit with each of the exhibiting companies.

Each 10'x10' Exhibit Space Includes:

- One complimentary conference registration including meals (an \$1100 value)
- · One complimentary exhibitor name badge
- · Access to both pre and post-conference attendee mailing list
- Free advertising on AAPC website—company description, logo and link (a \$1000 value)
- Free listing within Coding Edge Magazine
- Free advertising within the conference program (a \$250 value)
- One six-foot table, two standard chairs, and waste basket
- · Draped backdrop and draped side rails
- · A one-line exhibitor sign for booth
- · Opportunity to hold a prize drawing

Note: Exhibitor is required to provide carpet or rent from general service contractor.

Recognition

AAPC offers many ways for exhibitors to announce their presence at the conference to our membership and attendees.

- Listing in the pre-conference issue of AAPC's Coding Edge monthly magazine
- · Posting on AAPC's website at www.aapc.com, including a hyperlink to your company's website
- Complimentary listing in the conference program including booth number, company contact information, a 50-word description of your company's product(s)/service(s) and your company logo
- · Pre-conference attendee mailing list for a one-time use, available on March 9, 2011
- Post-conference attendee mailing list for a one-time use, available on April 20, 2011

Conference Program Listing Deadline: February 1, 2011

All company descriptions, including contact information and company logo, must be submitted to Amy Evans at amy.evans@aapc.com in order to be included in the conference program.

Exhibitors not meeting this deadline may only have their company's name and website printed in the program.

Exhibit Booth Prices

Booth Size	Price	Early Bird Price (ends 12-31-10)
10' x 10'	\$3,200	\$2,495
10' x 20'	\$6,500	\$5195
20' x 20'	\$12,900	\$10,395
20' x 40'	\$24,200	\$19,495

"I appreciate the way the lunches/ breaks are set up so the attendees 'have' to walk by your booth."

— 2009 National Conference Exhibitor

Exhibit Hall Floor Plan

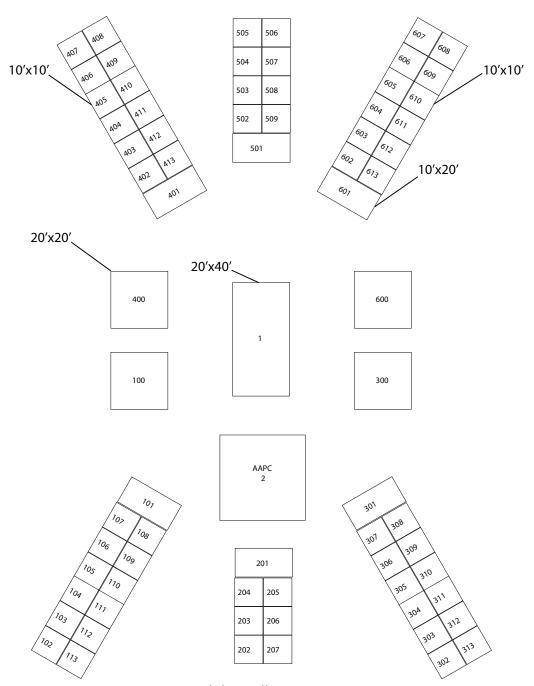


Exhibit Hall Entrance

Exhibit Hall Hours

Saturday, April 2: Setup only (Exhibitor setup 20' x20' or larger: 9:00 a.m.–5:00 p.m.)

Sunday, April 3: Exhibitor setup hours are 9:00 am–6:00 pm.

Monday, April 4: 7:30–9:00 am – breakfast with exhibitors

12:15–1:30 pm – lunch with exhibitors

4:45–6:30 pm – reception with exhibitors

Tuesday, April 5: 7:00–8:30 am – breakfast with exhibitors

3:15-4:00 pm - break with exhibitors

Wednesday, April 6: 7:30–9:00 am – breakfast with exhibitors

12:15-1:30 pm - lunch with exhibitors

Sponsorship Opportunities

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

Conference Program (inside front cover)	\$1,000
Conference Program (inside back cover)	\$700
Conference Program (back cover)	\$1,500
Conference Program Tabs	\$750
Cyber Café	\$500
Meal Sponsorship	\$3,000
Name Badge	\$1,500
Pen Sponsorship	\$200
Program Ads (color)	\$500
Publication Insert	\$1000
Water Bottle	\$2,000
Clipboard	\$8,000

^{*}Call Jamie Zayach at 800-626-2633 ext. 191 for details

Your Sponsorship Includes:

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

Sponsorship Deadline

All sponsors must submit their company logos to Amy Evans at amy. evans@aapc.com by February 1, 2011. If artwork is not received by the above deadline, only the sponsor's company name may be placed on the appropriate conference item and signage.

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 cannot be used and will need to be recreated for an additional cost.



Conference Program

- \$700–1,500 options are inside front, inside back or back cover
- 8.5" x 11" area printed in full color (CMYK only)

Conference Program Tabs

- \$750 (quantity 8 available)
- 8.5" x 11" area printed in full color (CMYK only)

Cyber Café

- \$500 Co-Sponsorship (quantity 6 available). Call for details on sole sponsorship
- Company logo will be displayed on a screensaver and a sign on top of the monitor
- Your company will be allowed to provide mouse pads and wrist guards with your company name and logo

Meal Sponsorship

- \$3,000 plus cost* (quantity 6 available)
- *Refers to the cost of any items you would use as marketing tools (i.e. signage, napkins, raffles, etc.)

Name Badge

- \$1,500 Sole Sponsorship
- Company logo will be prominently displayed on the name badge holders, which attendees are required to wear at all times

Pen Sponsorship

- \$200
- · Vendor must supply pens

Program Ads

- \$500 color (unlimited quantity)
- 8.5" x 11" area (color is CMYK only)

Publication Insert

- \$1,000 (unlimited quantity)
- · Includes printed artwork

Water Bottle

- \$2,000 (quantity 1 available)
- · Includes printed artwork

Clipboard

- \$8,000 (quantity 1 available)
- · Includes printed artwork

Exhibit Hall Contract Rules and Regulations

To ensure that your exhibiting experience at AAPC's Long Beach, Calif. 2011 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 2011.

1. Exhibit Booths

- a. Each 10' x 10' exhibit booth is priced at \$3,200 for all exhibit contracts (\$2,495 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 area is not carpeted; AAPC requires all booths be carpeted by the exhibiting company. The exhibiting company may use their own carpet or rent it from the general services contractor.
- 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 space is allotted two name badges for exhibiting personnel. Additional badges may be purchased from AAPC at a cost of \$150 per name badge. All exhibiting personnel must register and wear their badges for admission to the exhibit hall, educational sessions or 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.
- An exhibiting company may not advertise or display products or services other than those manufactured or sold in that company's regular business.
- 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 will 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 10' x 10' booth space.
- b. Balance of all exhibit fees is due on or before February 1, 2011.
- 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.

 Failure to submit payment can result in the cancellation of the assigned booth space. Exhibitor contracts received after February 1, 2011 must be accompanied by full payment.

3. Dedicated Exhibit Hall Hours

Exhibit hall will be open according to the following schedule:

- a. Monday, April 4, 2011
 7:30–9:00 am breakfast with exhibitors
 12:15–1:30 pm lunch with exhibitors
 4:45–6:30 pm reception with exhibitors
- Tuesday, April 5, 2011
 7:00–8:30 am breakfast with exhibitors
 3:15–4:00 pm break with exhibitors
- Wednesday, April 6, 2011
 7:30–9:00 am breakfast with exhibitors
 12:15–1:30 pm lunch with exhibitors
- d. Show hours are subject to change, and AAPC has the right to change the conference schedule without notice.
- e. The installation of exhibit booths 20' x 20' or larger may begin on Saturday, April 2, 2011 9:00 a.m.–5:00 p.m. Installation for all 10' x 10' exhibit booths will be on Sunday, April 3, 2011 9:00 am–6:00 pm.
- f. All exhibit booths must be set by 6:00 pm on Sunday, April 3, 2011.
- g. All exhibit booths are to be kept intact until the closing of the exhibit hall on Wednesday, April 6, 2011 at 2:00pm. The dismantling of exhibit booths before this time is prohibited by AAPC and may result in a \$250 fine to the exhibiting company.
- 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 2011 conference in Long Beach, California, April 3–6, 2011.
- An exhibitor service kit, regarding other equipment available and information for shipping, will be 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. A cancellation fee of \$250 will be assessed to all exhibitors cancelling booths before February 1, 2011. No refunds will be issued after February 1, 2011. 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 not to 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

- All efforts to advertise, demonstrate and operate the exhibit booth must be conducted so as not to trespass on the rights of other exhibitors or visitors.
- Exhibits 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 in order to maintain a business-like atmosphere.
- c. Any "unusual booth activity" outside of the standard sales and product education must be approved by AAPC. 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 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 if 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.

Past AAPC Conference Exhibitors

21st Century Edge

2K Medical

3 in 1 Coding Textbook

3M Health Information Systems

A&T Systems A-Life Medical AAHAM AcuCodeMD

ADP Context

Advance Newsmagazine Agilis Beneafit Services AHA Central Office

AHIMA

Allied Medical Schools

Alpha II

American Academy of Pediatrics American Medical Association American Podiatric Medical Assoc. American Urological Association

Antek Healthware

APEX

Aspen Publishers

Association of Otolaryngology

Administrators

Aviacode

Baird, Kurtz & Dobson Billing-Coding, Inc Bloodhoud Technologies

Board of Advanced Medical Coding

Brown Consulting Associates, Inc. Bureau of National Affairs

Career Step, LLC

Centers for Medicare/Medicaid Services

Channel Publishing Children's Mercy Hospital Claim Net

Claim Net
Claim Remedi
Clarkson College
CMC Group
Codapedia

Code In Record Time

CodeCorrect CodeRyte

CodingWebU.com

Coding & Reimbursement (CRN) CodingandEducation.com

Coding Depot, Inc. Coding Group Coding Institute

Coding Metrix, Inc.
Coding Source
Coding Strategies, Inc.

Coker Group

Colwell

Comforce Medical Staffing
Complete Medical Solutions
Complete Medical Systems
Consultants Independent Assoc.

Contexo Media Company Craneware Inc. Ctech Collections, Inc. Custom Coding Books Dartmouth Hitchcock DCM Instructional Systems

DecisionHealth DecisionCoder

Department of Veteran Affairs

Diskriter Healthcare
Doctors Management
Drexel University Online
e4e Nittany Healthcare Services

ECompliance Doc

Edutrax Elsevier E&M Coder Ernst & Young

Everest University Online

EzMedEd eWebCoding Express Bill

F.A. Davis Company Publishers

Find-A-Code Florida Hospital For The Record Gateway EDI

Greatland Corporation

HCPro, Inc.

Health Care Compliance Assoc.
Healthcare Compliance Resources
Healthcare Consultants of America
Healthcare Financial Group

Healthcare Resolution Services
Healthcare Strategies Initiatives
Healthcare Training Strategies

Healthworks Alliance Health Information Systems

HERAE HIPAAdocs HP3 HSS, Inc.

Huron Consulting Group ICS Sofwave, Ltd. IHS Health Group IMA Consulting, Inc. Imed2K.com Ingenix InHealthcare Insight Health

InstaCode Institute Intelicode

Intermountain Donor Services

Kadlec Medical Kaiser Permanente Kaplan University

Kareo Kforce.com Kyphon Lanvision LarsonAllen

LCA Medical Consulting LEAPprn Systems

LightSpeed Technology Group Lippincott Williams & Wilkins MAG Mutual Healthcare Solutions

Mastermed/ABA, Inc.

Maxim Health Information Services

Maxim Coding Solutions

Mayo Clinic

MC Strategies

McGraw-Hill Higher Education

MCCS/PMIC
McKesson
MDeSolutions
MedAptus, Inc.
MedBooks
Medcere
MedCertify, Inc.
MedeTrac

Mediaport Entertainment, Inc.
Medical Asset Management
Medical Audit Resource Services, Inc.
Medical Compliance Training

Medical Learning

Medical Resource Management Medical Professionals, Inc. MediHealth Outsourcing

Medquist Medsafe

Medtech USA, Inc.

Millennium Healthcare Consultants, Inc.

Mind Leaf Technologies

Mosby-WB Saunders-Churchill

MSI International

NAMAS/DoctorsManagement National Government Services

Navicure

NetPractice

North American Spine Society

Novant Health
Office Ally
Parente Randolph
Part B News
PatientKeeper

Peak Health Solutions

Pediatrix Medical Group
PHI Enterprises, Inc.
Physicians Practice Resources, Inc.

Physician Reimbursement Systems PivotHealth

PIVOTHEAI

Precision Practice Management Inc.

 ${\bf Price Water house Coopers}$

Precyse Solutions

PRISMA Systems Medical Billing

PRN Funding

Pryority Medical Billing, Inc.

QuadraMed

Quality Management Consulting Group Radiology Coding Certification Board Renal Physicians Association Rolling Hills Enterprises, Inc. Schad Medical Management

Sequel Systems

Smart Document Solutions

Space Saver/KI

St. Francis Medical Technologies

Sun Micro Medical

Synergy Practice Solutions

SysteMedx T-System, The TC Associates

Thomson Delmar Learning UCLA Health System Ulrich Medical Concepts Inc.

UNC Health Care Unicor Medical UnitedHealthcare United Audit Systems

University of Nevada, Las Vegas Washington State Medical Assoc. White Plume Technologies

Wolters Kluwer Law Business XGear Technologies, Inc.

YesMemWorks

Z Health Publishing LLC

Exhibit/Sponsorship Contract

2011 AAPC NATIONAL CONFERENCE | LONG BEACH, CALIF. | APRIL 3-6, 2011

Contact Information						
Contact person						
Company						
Address						
CitySt						
Telephone ()			Fax ()			
Email						
Website						
Booth Rental Info P	Price		Early Bird P	Early Bird Price*		
10' x 10' Booth \$	3,200		\$2,495	\$		
10' x 20' Booth \$6	6,500		\$5,195	\$		
20' x 20' Booth \$	12,900		\$10,395	\$		
	24,200		\$19,495	\$		
_	otal		4.27.23	\$		
Booth Preference (list five):				*		
234						
Sponsorship Opportunities			Make Chec	k Payable to AAPC		
		Amount	Mail to:			
Conference Program (inside front cover)						
Conference Program (inside back cover)				or Department		
Conference Program (back cover)				850 West, Suite B, Salt Lake City, UT 84120		
Conference Program Tabs Cyber Café		\$	Pilling Information			
Meal Sponsorship (*plus cost)		÷ \$	Check	☐ Check ☐ Visa ☐ Discover ☐ MasterCard ☐ AmEx		
Name Badge		\$		Credit Card #		
Pen Sponsorship	\$200	\$		n/yyyy)/ Amount \$		
Program Ad (color)	\$500	\$				
Publication Insert	\$1,000	\$	_			
Water Bottle	\$2,000	\$		A \$1,500.00 nonrefundable deposit is required for each booth.		
Clipboard	\$8,000	\$	Amount Enclo	osed \$		
	Total	¢		ance Due by February 1, 2011		



A Prospectus for AAPC 2480 South 3850 West, Suite B Salt Lake City, UT 84120

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