

★ Nashville ★

2011

★ AAPC REGIONAL CONFERENCE ★



Exhibitor & Sponsor Opportunity

AAPC REGIONAL CONFERENCE
GAYLORD OPRYLAND HOTEL
NASHVILLE, TENNESSEE
SEPTEMBER 7-9, 2011

Dear Exhibitor,

We invite you to exhibit at the AAPC Regional Conference at the Gaylord Opryland Hotel in Nashville, Tennessee, September 7-9, 2011.

We are pleased to present this Call for Exhibits & Sponsors brochure, which includes exhibitor space information, the exhibiting contract and sponsorship and advertising opportunities. Please review the AAPC Exhibit Deadline below for important dates. Please be sure to 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 and compliance professionals
- Interact with key decision makers
- Maximize exhibitor space 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
- Various sponsorship opportunities

We offer full- and half-page, black and white ads.

Exhibit Deadline

The deadline for exhibitor registration is August 5, 2011. Please reserve your exhibitor space early so your company information can be included in all of the marketing materials!

All sponsorship and exhibitor opportunities are detailed in the enclosed brochure. If you have any questions, please contact me.

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

Jamie Zayach, Advertising and Exhibiting Sales Manager
800-626-2633 x 191
jamie.zayach@aapc.com



Hotel Information

Gaylord Opryland Hotel | Nashville, Tennessee | 615-889-1000



AAPC Conference Attendees

AAPC

AAPC is the nation's largest training and certification association for medical coders. With more than 100,000 members, AAPC provides the following 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®) and Certified Interventional Radiology Cardiovascular Coder® (CIRCC®) as well as numerous specialty-specific credentials. These credentials represent the industry-standard certifications for medical coding.

Attendee Profile

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

- Claim reviewer
- Facility-based coder
- Physician-based coder
- Consultant
- Supervisor
- Reimbursement manager
- Compliance officer
- Compliance audit specialist
- Educator
- Insurance manager
- Medical records supervisor
- 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 rapidly growing coding environment. The exhibit area at AAPC's regional 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
- Higher education
- Training services
- Government regulations
- APCs
- CMS guidelines
- Periodicals
- Compliance issues

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 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 exhibiting sessions are offered at each conference spread over each of the days. All sessions are tied to attendees' scheduled meals, which are provided exclusively in the exhibit area and greatly increases the traffic exhibitors will experience.

More than 500 AAPC members attended the 2011 regional conference in Springfield, Massachusetts. 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, auditors, consultants, administrators and other health care professionals who will be interested in your company's products.



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

Exhibitor Benefits

The AAPC regional conference offers over 5 hours of unopposed exhibiting time. The exhibitor reception and scheduled meals are provided in the exhibit area to encourage attendees to visit with each of the exhibiting companies.

Each Table-Top Exhibit Space Includes:

- Exhibitor name badge
- One complimentary registration with badge to all of the educational sessions
- A six-foot table and two chairs
- Admission to all general sessions
- Opportunity to hold a prize drawing at your exhibitor space
- Recognition in AAPC's conference program
- Company listing on AAPC's website (www.aapc.com), including hyperlink
- Online buyer's guide listing
- Event poster displaying event sponsors
- One-time, pre and post conference mailing list of attendees

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

- Posting on AAPC's website at 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
- Access to a pre and post conference attendee mailing list for a one-time use (we do not rent or sell our member list)

Conference Program Listing Deadline: August 5

All company descriptions, including contact information and company logo, must be submitted to Amy Evans at amy.evans@aapc.com by August 5, 2011, in order to be included in the conference program.

Any exhibitor that fails to meet this deadline will only have their company's name and website printed in the program.

Exhibit Space Hours

Wednesday, September 7

7:00—8:00 p.m.—Get to Know Your Local Chapter Event
and Networking Welcome Reception
with attendees

Thursday, September 8

7:30—8:30 a.m.—Breakfast with attendees

11:30 a.m.—12:30 p.m.—Lunch with attendees

Friday, September 9

8:00—9:00 a.m.—Breakfast with attendees

12:15—1:30 p.m.—Lunch with attendees

AAPC is the nation's largest training and certification association for medical coders with more than 100,000 members.

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

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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 medical coding.



Sponsorship Opportunities

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

Attendee Meals	\$500 + cost	(4 available)
Tote Bag	\$1,000	(2 available)
Full-page Conference Program Ad	\$250	(unlimited quantity)
Half-page Conference Program Ad	\$150	(unlimited quantity)
Lanyard	\$750	(1 available)
Pens	\$200	(2 available)
Swag Item	\$200	(2 available)

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

Attendee Meals

All meals are in the exhibit area. Your company will be in the limelight sponsoring any one of the conference's meal events. Sponsorship amount is \$500 plus the cost of any marketing materials you choose to distribute. Contact Jamie Zayach for more information.

Tote Bag

A tote bag with your logo prominently displayed is perfect for carrying everything a coder needs. Your company will also be allowed to place a one page flyer or brochure inside each attendee welcome packet.

Co-sponsorship amount is \$1,000.

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 full-page and 5" x 4" for half-page and will be printed in black and white. Sponsorship amount is \$250 for full-page and \$150 for half-page.

Swag Item/Tote Bag Insert

Placing a swag or insert item in each attendee's bag is a sure way for them to your remember your company's presence.

Limit 2 swag items and 4 inserts

Pens

Having your company's pen placed in each attendee's bag is a great way for members to remember your company. Limit 2

Lanyard

Your company logo will be prominently displayed on the lanyard. Sponsorship amount is \$750.

Sponsorship Deadline

All sponsors must submit their company's logo to Amy Evans at amy.evans@aapc.com by August 5, 2011.

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 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.

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—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.



Exhibit Contract

2011 AAPC REGIONAL CONFERENCE | NASHVILLE, TENNESSEE

Exhibit Contract

Contact person _____

Company (as you want 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	\$995	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 is \$100 which includes meals and two general sessions.

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

Sponsorship Opportunities

	Amount		
Attendee Meals (4 available)	\$500 + cost	x _____ =	\$ _____
Tote Bag (2 available)	\$1,000	x _____ =	\$ _____
Conference Program Full-page Ad	\$250	x _____ =	\$ _____
Conference Program Half-page Ad	\$150	x _____ =	\$ _____
Lanyard (1 available)	\$750	x _____ =	\$ _____
Pens (2 available)	\$200	x _____ =	\$ _____
Swag (2 available)	\$200	x _____ =	\$ _____
Insert (4 available)	\$200	x _____ =	\$ _____
	Total		\$ _____

Make Check Payable to AAPC

Mail to:
AAPC
Attn: Jamie Zayach
2480 South 3850 West, Suite B, Salt Lake City, UT 84120

Billing Information

Check Visa Discover MasterCard AmEx

Credit Card # _____

Expiration (mm/yyyy) ____/____ Amount \$ _____

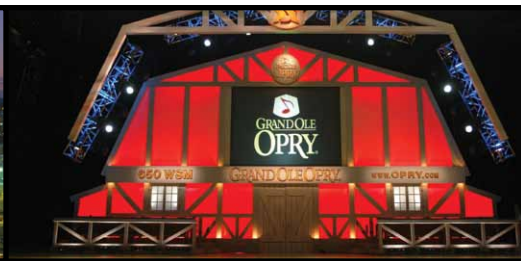
Name on Card _____

Signature _____

A \$500.00 nonrefundable deposit is required for each exhibit space.

Balance Due \$ _____
 (Remaining Balance Due by August 5, 2011)

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





A Prospectus for AAPC
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Salt Lake City, UT 84120

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Phone: 800-626-2633 ext. 191
Fax: 801-236-2258
www.aapc.com