DALLAS
AAPC REGIONAL CONFERENCE

2013

AAPC REGIONAL CONFERENCE
EXHIBITOR PROSPECTUS

Dallas, TX - September 26-28
Baltimore, MD - November 17-19

BALTIMORE
AAPC REGIONAL CONFERENCE 2013

Exhibitor & Sponsor Opportunity

AAPC REGIONAL CONFERENCES:

GAYLORD TEXAN HOTEL

DALLAS, TEXAS
SEPTEMBER 26-28, 2013
817-778-1000

RENAISSANCE BALTIMORE HARBORPLACE

BALTIMORE, MARYLAND
NOVEMBER 17-19, 2013
410-547-1200

Dear Exhibitor,

We invite you to exhibit at AAPC's 2013 Regional Conferences. This year, AAPC offers exhibitors two conferences in which to present your products/services to conference attendees. Choose to exhibit at either location or you may choose to exhibit at both for a discounted rate. The two locations are at the Gaylord Texan in Dallas, Texas September 26-28, 2013 and Renaissance Baltimore Harborplace in Baltimore, Maryland November 17-19, 2013.

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 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 26, 2013 for Dallas and October 21, 2013 for Baltimore. 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 me.

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

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

AAPC Conference Attendees

AAPC

AAPC is the nation's largest training and certification association for medical coders and auditors. With more than 120,000 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®), Certified Interventional Radiology Cardiovascular Coder® (CIRCC®), Certified Professional Compliance Officer (CPCO®), Certified Professional Practice Manager (CPPM®), and Certified Professional Biller (CPB®), as well as numerous specialty-specific credentials. These credentials represent the industry-standard certifications for medical coding and auditing.

Attendee Profile

Professional medical coders and auditors 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 exhibiting sessions coincide with attendees' scheduled meals.

More than 1,100 AAPC members attended the 2012 regional conference in Chicago, Illinois. 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.

Exhibitor Benefits

AAPC regional conference offers 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 exhibitor-only name badge (good for meals and general sessions)
- One full-registration badge to all educational sessions, general sessions and meals
- A six-foot table and two chairs
- 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
- Access to both pre and post conference attendee mailing list (for a one time use)

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
- Each 2013 regional conference will offer seven (7) hourse of exhibiting time

Conference Program Listing Deadline: August 16 (Dallas) | October 11 (Baltimore)

All company descriptions, including contact information and company logo, must be submitted to Amy Evans at amy.evans@aapc.com by above deadline(s) in order 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 - September 26-28, 2013
Baltimore - November 17-19, 2013

First Day

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

3:30 p.m.–4:30 p.m.— Networking Welcome Reception with attendees

Second Day

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

9:00 a.m.–9:30 a.m.—Break with attendees

11:00 a.m.–12:30 p.m.—Lunch with attendees

3:15 p.m.–3:45 p.m.—Break with attendees

Third Day

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

11:00 a.m.–12:15 p.m.—Lunch with attendees

1:15 p.m.–1:45 p.m.—Break with exhibitors

1:45 p.m.—Breakdown of booths

*Times are subject to change

Over seven (7) hours of exhibiting time available at each conference!

AAPC is the nation's largest training and certification association for medical coders with more than 120,000 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 coding and billing staff, university management, physicians, nurses, insurance payers, consultants, educators, accountants, and those dealing with legal issues related to medical coding.

AAPC
Credentialing the Business Side of Medicine

Exhibit with AAPC

Sponsorship Opportunities

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

Attendee Meals	$500	(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	$1,000	(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 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. Contact Jamie Zayach for more information.

Tote Bag

The conference 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 item or marketing piece in each attendee's bag is a sure way for them to 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

Sole sponsorship opportunity — your company logo will be prominently displayed on the lanyard. Sponsorship amount is $1,000.

Sponsorship Deadline:
August 16 (Dallas) | October 11 (Baltimore)

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 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	**Half Page**
Trim Size: 5" x 8" (No Bleed)	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

2013 AAPC REGIONAL CONFERENCE | DALLAS, TEXAS | BALTIMORE, MARYLAND

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

☐ Table top rental ☐ Dallas ☐ Baltimore	$995	x_____	=	$_____
☐ Table top rental at both Dallas and Baltimore	$1590	x_____	=	$_____
☐ Additional exhibitor attending educational sessions	$150	x_____	=	$_____
☐ 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	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)	$1,000	x_____ = $_____
Pens (2 available)	$200	x_____ = $_____
Swag (2 available)	$200	x_____ = $_____
Insert (4 available)	$200	x_____ = $_____
	Total	**$_____**

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

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 26 for Dallas and October 21 for Balitmore)

A Prospectus for AAPC
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Salt Lake City, UT 84120

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Phone: 800-626-2633 ext. 191
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www.aapc.com