SPONSOR & EXHIBITOR PROSPECTUS

HEALTHCON REGIONAL 2023
WASHINGTON, DC

INVEST | ENGAGE | BELONG

Live, In-Person
August 7-9, 2023
AAPC HEALTHCON Regional is where healthcare leaders gather to discover and discuss the latest trends, products and solutions, while learning at one encompassing conference. This year will be slightly different as we only offer this conference live, in person. Make sure your company is there to meet our members face to face to showcase your products and services. Maximize your investment and extend your company’s reach to an engaged audience with a sponsorship package. Don’t see a sponsorship that fits your needs? Let’s work together to customize a sponsorship package that works for you.

The need for our industry to gather is more vital than ever before. Healthcare influencers are eager to learn about products and meet with like-minded peers. Secure your booth space and sponsorship today.

Don’t hesitate to contact Michelle Miller at AAPC to secure your sponsorship package and exhibition table: michelle.miller@aapc.com or 385-207-2317.

AAPC members and regional conference attendees rely on current information, products, and services to remain on the cutting edge of their profession. The Exhibit Area allows every attendee to observe new products, publications, and tools and speak directly to a company’s representatives. Conference attendee’s interests include:

- APCs
- Auditing Services
- Billing Services
- CMS Guidelines
- Coding Literature
- Coding Software
- Compliance Issues
- Government Regulations
- Higher Education
- Instructional Aids
- Periodicals
- Production Efficiency
- Training Services
- Training Techniques

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Who Attends?

HEALTHCON ATTENDEE TITLES

- Decision Makers
- End Users
- Influencers
- Others

In-Person Only

WASHINGTON, DC | GAYLORD NATIONAL
AUGUST 7-9, 2023

Interested In Sponsoring or Exhibiting? Need More Info? Ready To Sign a Contract? Questions?
Contact: Michelle Miller – michelle.miller@aapc.com or 385-207-2317
Top Strategic Reasons to Invest

• **Boost** your brand! Take your brand to the top in front of targeted and highly motivated healthcare professionals.

• **Strengthen** your public perception. As a sponsor, attendees will recognize your brand as a vital industry resource and thought leader in the healthcare industry.

• **Increase** your lead generation through brand awareness. It has been proven that if your brand stands out, it drives more traffic to your booth.

• **Return** on investment. Sponsors want to leave AAPC with a list of leads to follow up on afterward. With a well-planned sponsorship strategy, you will make new connections and develop future business relationships, increasing your bottom line.

**PAST EXHIBITORS AND SPONSORS WHO MADE AAPC CONFERENCES SUCCESSFUL**

<table>
<thead>
<tr>
<th>AHA Coding Clinic</th>
<th>Haugen Consulting Group</th>
<th>Peak Health Solutions, LLC</th>
</tr>
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<tbody>
<tr>
<td>Alpha II</td>
<td>HCA</td>
<td>Perry Johnson &amp; Associates, Inc.</td>
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<td>AMA</td>
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<td>Pinnacle Integrated Coding Solutions</td>
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<td>Aviancode</td>
<td>Health Information Associates</td>
<td>Project Resume</td>
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<td>Capitol Coding Management</td>
<td>Healthicity</td>
<td>QualCode, Inc.</td>
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<td>Career Step</td>
<td>Himagine Solutions, Inc.</td>
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<td>Charter Oak State College</td>
<td>Inova Health Systems</td>
<td>ReadyMed</td>
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<td>Cigna</td>
<td>Kareo</td>
<td>Rivet Health</td>
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<td>Coding AID</td>
<td>Law Offices of Paul D. Scott, P.C</td>
<td>Reimbursement Review Associates, Inc</td>
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<td>Columbia Southern University</td>
<td>Maxim Healthcare</td>
<td>Ronan Healthcare Consultants</td>
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<tr>
<td>Comforce Health</td>
<td>McGraw-Hill</td>
<td>RSM Coding Solutions, LLC</td>
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<td>Compliant Coding Systems</td>
<td>MDocHaus</td>
<td>RXNT</td>
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<td>CPESN USA</td>
<td>Medical Billing Consulting Services of California</td>
<td>Simplify Compliance</td>
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<td>CSI Companies</td>
<td>Medical Management Institute</td>
<td>STI</td>
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<td>DAG Worldwide LLC</td>
<td>Medicodio</td>
<td>The Coding Institute (TCI)</td>
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<td>Decision Health/HCPro</td>
<td>MedKoder</td>
<td>The Coding Network</td>
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<td>Del Rey Medical</td>
<td>MedLearn Publishing</td>
<td>The College of St. Scholastica</td>
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<tr>
<td>Dimyoor</td>
<td>Midland College</td>
<td>Ultimate Medical Academy</td>
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<td>Drexel University Online</td>
<td>NAMAS</td>
<td>Unify Healthcare Services</td>
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<td>Duva Sawko</td>
<td>Navigant</td>
<td>United Audit Systems, Inc.</td>
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<td>Elsevier</td>
<td>Nym</td>
<td>University of San Diego</td>
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<tr>
<td>eSimplify</td>
<td>Ohana Coding</td>
<td>Vee Technologies</td>
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<td>Expo Enterprise</td>
<td>OnPoint Healthcare</td>
<td>Wolters Kluwer</td>
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<td>EZ Claim</td>
<td>Optum360</td>
<td>zHealth</td>
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<td>Find-A-Code</td>
<td>Organogenesis</td>
<td>Zhealth Publishing, LLC</td>
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<td>Foresee Medical</td>
<td>OS2 Healthcare Solutions</td>
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<td>GHR</td>
<td>PCG Software</td>
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## Sponsorship Level Packages

### GOLD - $10,000

- ONE skirted tabletop in a prime location
- Selection of ONE Gold Sponsor Choice below
- THREE complimentary registrations
- Acknowledgment as a Gold Sponsor at HEALTHCON Regional 2023, pre- and post-conference
- ONE full-page ad in the final digital program*
- Company logo on AAPC sponsor/exhibitor page linked back to the sponsor website
- Pre- and post-attendee list
- Gold Sponsor ribbon to wear at the conference
- THREE push notifications in the mobile conference app to all attendees**
- Company logo/name on all sponsor acknowledgment and signage at the event as a Gold Sponsor
- Logo, contact information, and pdfs or video links on the mobile conference app
- TWO conference bag inserts and ONE insert placed on a chair or the table before the start of the general session

### GOLD SPONSOR CHOICE – PICK ONE

#### Welcome Reception (1 available)

The Opening Welcome Reception is the largest networking event during HEALTHCON Regional, with approximately 500 attendees. This exclusive opportunity allows attendees to network and visit with exhibitors while enjoying refreshments—prime recognition and branding at the event and in the digital program.

#### In-House TV (1 available)

Put your company on TV! Use the hotel’s In-Room TV channel to provide excellent coverage of your company and products. Get creative with a 72-hour loop (Sun - Tue) of your content playing in every hotel room.

#### Lanyard (1 available)

Exclusive opportunity to showcase your company on the lanyard distributed to all attendees with badges. Your company name/logo will be prominently visible throughout the event as attendees sport the branded lanyard at all educational sessions and networking events.

#### Conference Tote Bags (1 available)

Maximize your exposure by displaying your company logo and branding on the official custom-designed HEALTHCON Regional Conference Bag distributed to all registered attendees.

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SPONSOR AND EXHIBITOR PROSPECTUS

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Corporate members get a 20% discount
# Sponsorship Level Packages

## SILVER - $7,000

**SILVER SPONSOR CHOICE – PICK ONE**

<table>
<thead>
<tr>
<th>Package</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Breakfast</strong> (2 available)</td>
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<tr>
<td>Two opportunities to highlight your company as attendees energize for the day with a continental breakfast. Includes signage on food and beverage stations and in the digital program.</td>
</tr>
<tr>
<td><strong>Lunch</strong> (2 available)</td>
</tr>
<tr>
<td>Help attendees refuel for continued learning and networking in the expo area by sponsoring a lunch break. This opportunity includes signage on food and beverage stations and the digital program.</td>
</tr>
<tr>
<td><strong>Hotel Key Cards</strong> (1 available)</td>
</tr>
<tr>
<td>Place your company name/logo on the hotel keycard distributed to all guests staying at the conference hotel. This offers excellent exposure throughout the length of the attendee’s stay. AAPC will produce the key cards.</td>
</tr>
<tr>
<td><strong>Hydration Package</strong> (1 available)</td>
</tr>
<tr>
<td>Place your logo on a branded water bottle. All conference attendees can grab a water bottle at the general information booth. Reduce waste and create an item that can be reused. This package also includes sponsored signage by the infused water station. This hydration package is to refresh any palette.</td>
</tr>
</tbody>
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<table>
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<tr>
<th>Exclusions</th>
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<tbody>
<tr>
<td>*Excludes inside front/back cover, artwork due June 1, 2023</td>
</tr>
<tr>
<td><strong>Deadline for conference mobile app announcements is June 1, 2023</strong></td>
</tr>
</tbody>
</table>

## Sponsorship Benefits

- ONE skirted tabletop in a preferred location
- Selection of ONE Silver Sponsor Choice below
- TWO complimentary registrations
- Acknowledgment as a Silver Sponsor at HEALTHCON Regional 2023, pre-, and post-conference
- 1/2-page ad in the final digital program*  
- Company logo on AAPC sponsor/exhibitor page linked back to the sponsor website
- Pre- and post-attendee list
- Silver Sponsor ribbon to wear at the conference
- TWO push notifications in the mobile conference app to all attendees**
- Company logo/name on all sponsor acknowledgment signage at the event as a Silver Sponsor
- Logo, contact information, and pdfs or video links on the mobile conference app
- ONE conference bag insert

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Contact: Michelle Miller – michelle.miller@aapc.com or 385-207-2317
## Sponsorship Level Packages

### BRONZE - $4,000

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>ONE skirted booth in a preferred location</td>
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<tr>
<td>Selection of ONE Bronze Sponsor Choice below</td>
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</tr>
<tr>
<td>ONE complimentary registration</td>
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<tr>
<td>Acknowledgment as a Bronze Sponsor at HEALTHCON Regional 2023, pre-, and post-conference</td>
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<tr>
<td>1/4-page ad in the final digital program*</td>
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<tr>
<td>Company logo on AAPP sponsor/exhibitor page linked back to the sponsor website</td>
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<tr>
<td>Pre- and post-attendee list</td>
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<tr>
<td>Bronze Sponsor ribbon to wear at the conference</td>
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<tr>
<td>ONE push notification announcement in the mobile conference app to all attendees**</td>
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<tr>
<td>Company logo/name on all sponsor acknowledgment signage at the event as a Bronze Sponsor</td>
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</tr>
<tr>
<td>Logo, contact information, and pdfs or video links on the mobile conference app</td>
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</table>

### BRONZE SPONSOR CHOICE – PICK ONE

#### Morning Break (2 available)
Morning coffee break will provide a mid-morning boost for attendees while raising awareness of your company. Support recognition will be posted on break stations and signage in break areas.

#### Afternoon Break (2 available)
The afternoon break will help recharge attendees as they conclude their day of learning and networking with snacks and beverages. Support recognition will be posted on break stations and signage in break areas.

#### Registration Integrated Logo (1 available)
Branded logo integrated into registration desk signage. The registration area is the central hub for questions and logistics.

#### Attendee Drawings (4 available)
Opportunity to host a raffle giveaway prize. Each sponsor can give away one prize each day, Sun – Tue. The schedule and prize giveaways will be announced soon (prizes will be given either at a networking event, lunch, or during the general session). This sponsorship includes your company’s branded promotional materials and an announcement of the raffle at the Welcome General Session. Attendees must be present to win. This is a sure way to have guaranteed traffic!

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*Excludes inside front/back cover, artwork due June 1, 2023
**Deadline for conference mobile app announcements is June 1, 2023

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EXPO ONLY - $1,900

TABLETOP SPACE

AAPC conferences allow you to target the healthcare industry’s most influential professionals. As an exhibitor, you will meet important decision-makers with purchasing power for their respective companies. You will connect, network, and reach the people who most matter to your business.

What’s Included

- ONE 6’ skirted table with a chair
- ONE complimentary registration
- Logo, contact information, and pdfs or video links on the mobile conference app
- The company logo on the AAPC sponsor/exhibitor page is linked to the exhibitor website
- Exhibitor ribbon to wear at the conference
- Listed in the digital conference program
- Post prizes with the “Demos & Giveaways” chat wall on the conference app to boost engagement
- Exhibitor badges are available for $495 for each additional person

EVENTS THAT ENHANCE YOUR VISIBILITY

- Welcome Reception, where 85+% of registrants are in attendance
- Daily prize drawings
- All meals and coffee breaks will be in the same location as the exhibitors

EXHIBITING EXPOSURE

Exhibitors are guaranteed 6 hours of exhibiting time. In addition to the dedicated exhibit hours, attendees are encouraged to visit the exhibit area during the Welcome Reception and all scheduled breaks. We recommend all exhibitors come in the night before as set-up is tentatively planned for early morning on August 7, 2023.

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About Us

AAPC is the nation’s most extensive training and certification association for the business of healthcare, with 220,000+ members. We offer training, certification, employment resources, and continuing education through local chapters, workshops, webinars, publications, and conferences. We reach an influential audience of 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.

DATES TO REMEMBER

- A non-refundable deposit of $500 is due to secure sponsorship/tabletop
- JUNE 1, 2023 - Application deadline for sponsors and exhibitors
- JUNE 1, 2023 - Cancellation deadline for sponsors. A refund will be given except for the non-refundable $500 deposit only if canceled by June 1, 2023
- JULY 3, 2023 - Cancellation deadline for exhibitors. A refund will be given except for the non-refundable $500 deposit only if canceled by July 3, 2023.
- AUGUST 7, 2023 – Exhibitor set up 7:00 AM – 9:30 AM*
- AUGUST 9, 2023 – Exhibitor tear-down 11:00 AM – 12:00 PM* (tear-down only during the allotted time, no exhibitors can leave the show earlier)

*Times are subject to change

READY TO BOOK?

Reach out to

Michelle Miller

Email: michelle.miller@aapc.com
Phone: 385-207-2317
Thank you for your interest in exhibiting with AAPC!

Washington, DC
August 7-9, 2023