



FRAUD & COMPLIANCE FORUM

September 23–25, 2007
Renaissance Harborplace Hotel
Baltimore, MD

EXHIBITOR PROSPECTUS



For more information call HCCA at 888-580-8373
or visit us online at www.hcca-info.org

Advertise in the Official Conference Binder!

Guidelines for Advertisements

File Types Accepted

Illustrator, Photoshop, or print-ready PDF

Send

- All necessary proofs/hard copy
- If sending a Photoshop or Illustrator file, please change all type to outlines
- Send on CD-ROM, via e-mail, or via upload to HCCA's FTP site. If sending by e-mail, please zip the files. E-mail files to: sarah.anondson@hcca-info.org. If you would like to upload to the FTP site, please contact Sarah Anondson at the above e-mail address for more information.

General Information

- We cannot edit text once it has been converted to outlines
- Images must be 300 dpi at 100%
- Convert images to CMYK

Questions?

Contact Sarah Anondson at 888-580-8373 or sarah.anondson@hcca-info.org

Advertising space in the official conference binder will provide you with invaluable exposure before the entire meeting attendance. Every attendee will receive a binder with handouts. They will refer to it frequently. Many will even keep it as a handy reference volume. Each time these powerful decision-makers page through this official publication they will see your ad and remember your product!

Ad Unit	Dimensions	Price
full page (non-bleed)	7" x 10"	\$500
*full page color	8.5" x 11"	\$800
1/2 page hor.	7" x 4.875"	\$250
1/2 page ver.	3.375" x 10"	\$250
1/4 page ver.	3.375" x 4.875"	\$150

Quick and easy way to get exposure!

We can accept electronic files on disk or by e-mail! Please see guidelines in the column at left.

Disposition of Materials

Materials will be held one year from last insertion and then destroyed unless we are specifically instructed otherwise.

Deadline for Advertisements

August 3, 2007

CONTACT US NOW!



Be an Exhibitor for MAXIMUM Exposure!

Rent a Booth in the Exhibit Area

You will get maximum exposure when renting a booth! All breakfast and breaks will be held in the Exhibit Area on Monday and Tuesday, as well as the receptions on Sunday and Monday evenings.

Booth rental \$1,600
Add'l personnel \$200/ea

Each **8' x 8'** booth rental receives one 8' backwall drape, 3' side drapes, one 7" x 44" line ID sign, one 6' draped table, two chairs and a wastebasket. Two exhibitor personnel are allowed for each booth.

*Additional information will be provided upon receipt of your application and payment.

Exhibitor Set-up

Sunday, September 23

10:30 AM – 1:00 PM

Viewing Hours

Sunday, September 23

1:30 – 6:15 PM OPEN

Monday, September 24

7:00 AM – 12:30 PM OPEN

12:30 – 1:30 PM CLOSED

1:30 pm – 7 PM OPEN

Tuesday, September 25

7:00 AM – 12:00 PM OPEN

12:00 – 1:00 PM CLOSED

1:00 – 3:45 PM OPEN

Teardown

Tuesday, September 25

3:45 – 5:30 PM

Hotel Accommodations

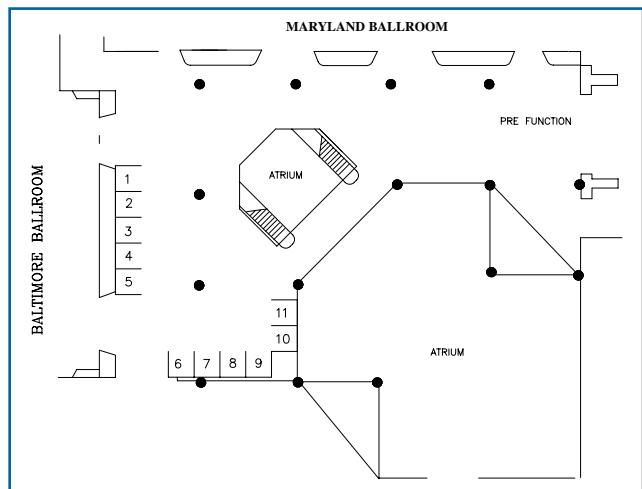
A special rate of \$209 per room (single or double) per night, plus tax, has been arranged. Please make your reservations directly with the hotel and mention the AHLA/HCCA Fraud & Compliance Forum to receive the reduced rate.

Reservations will be accepted at the group rate until Wednesday, September 5, 2007.

For reservations contact:

Renaissance Harborplace Hotel
202 East Pratt Street
Baltimore, MD 21202
410-547-1200
800-468-3571

Renaissance Harborplace Hotel



Attendee Profile

Who will attend the Fraud & Compliance Forum?

- Health care compliance officers and risk managers
- Health care attorneys
- Health care senior executives and leaders, including CEOs and CFOs from hospitals, medical groups and IPAs, ancillary providers, long term care organizations and health plans
- Members of the board of trustees of health care enterprises
- Institutional chief information officers
- Coding and billing specialists
- Physicians and other health professionals
- Health care consultants
- Health care regulators and other government personnel
- Health care journalists, researchers and policy makers
- Privacy officers and other professionals handling health care privacy issues
- Health information management specialists
- Nurse managers and executives
- Staff educators and trainers

AHLA/HCCA members and conference attendees are interested in:

- Auditing services
- Billing, coding and reimbursement services
- Compliance issues/education
- Consulting and legal services
- Regulatory information and news
- Instruction aides
- Internet provider services
- Professional liability insurance services
- Software
- Training techniques and/or training services
- Recruitment and executive search services

Law Firms please note:

The Fraud & Compliance Forum supports a policy that law firms may not exhibit or sponsor activities during the program. The policy was adopted to ensure a collaborative learning environment, free of competitive pressures to market legal services.



AHLA/HCCA *Fraud & Compliance Forum*

Terms and Conditions

1. **Booth Information**—The exhibit area will be held in the Baltimore Ballroom Foyer. All booths are 8' by 8' and are furnished with aluminum supports, side and back drapes, a 6' draped table, 2 chairs and a waste-basket. Upon request and approval of the marketing piece, each exhibiting company will receive a post-conference attendee list for a one-time mailing, subject to approval of the marketing piece.
2. **Rates and Assignments**—Assignments will be made on a first-come, first serve basis, cost is \$1,600.
3. **Personnel**—Each booth space includes two exhibitor personnel. Extra badges may be purchased for \$200. All exhibit personnel must register and wear their badges in the exhibit area.
4. **Payment**—A 50% deposit is required for each booth space ordered. Remaining balance must be paid no later than Friday, August 31, 2007.
5. **Failure to Occupy**—Space not occupied by the close of installation (unless previous written arrangements were made) will be forfeited by the exhibitor. AHLA/HCCA may resell, reassign or use the space. If display equipment is available, AHLA/HCCA may choose to have the exhibit erected at the exhibitor's expense. The exhibitor is not relieved of the obligation to pay the full exhibit price.
6. **Meeting Cancellation**—It is mutually agreed that in the event of cancellation of the AHLA/HCCA Fraud and Compliance Forum due to acts of God, war, terrorism, natural disaster, strikes, civil disorder, curtailment of transportation, government regulations, or other emergencies making it inadvisable, illegal or causes which would prevent its scheduled opening or continuance, then and thereupon, this agreement will be terminated and the Board of Directors of the AHLA/HCCA shall determine an equitable basis for the refund of such consideration of expenditures and commitments already made.
7. **Cancellation of Exhibit Contract**—AHLA/HCCA must be notified of exhibitor cancellation in writing. A cancellation fee of \$650 per contract for space will be charged to an exhibitor who cancels their contract before Friday, August 31, 2007. No refunds will be made after this date.
8. **Security**—AHLA/HCCA will employ a reputable security service and will take reasonable precautions to safeguard exhibitors' property. However, the AHLA/HCCA, the Hotel and decoration company assume no liability whatsoever for the loss or damage, through any cause, of goods, exhibits and other materials owned, rented or leased by the exhibitor.
9. **Fire Protection**—All exhibits must conform to fire laws, health regulations, electrical codes, and other ordinances of the local fire department. All materials used in the exhibit area must be flameproof and fire resistant. All materials are subject to the inspection of the local fire department and their regulations shall govern. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. Enclosed ceilings are not permitted. The hotel reserves the right to dismantle any exhibit it feels does not conform to the fire laws, health regulations, electrical codes, and other ordinances of the local fire department.
10. **Liability**—It is understood that each party involved—AHLA/HCCA, hotel, decorating company and the exhibitor—agrees to be responsible for any claims arising out of their own negligence or that of their employees or agents. In addition, each party agrees to be responsible for their own property through insurance or self-insurance, and shall hold harmless the other parties for any and all damage caused by theft and those perils normally covered by fire and extended coverage policy.
11. **Certificate of Insurance**—AHLA/HCCA does not provide insurance for exhibitor's property. Exhibitor must insure their exhibit materials, goods, and/or equipment against theft, damage by fire, accident or loss of any kind.
12. **General Services Contractor**—A decorating company will serve as the general services contractor regarding equipment availability, information and shipping.
13. **Drayage**—Freight charges and shipping locations will be included in your exhibitor service kits. This will be mailed approximately 6–8 weeks prior to the conference.

AHLA/HCCA Fraud & Compliance Forum

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Contact Information

Company Name

Address

City State Zip

Phone Fax

E-mail

Contact Person

Authorized Signature

(HCCA will contact the exhibitor approximately 3 weeks prior to the event for the names for additional badges.)

Advertisements

Advertisement
_____ Pages (see rate sheet p.2) Cost \$ _____
Total \$ _____

Reserve my company an advertising spot in the binder. *Description of ad(s), size, and how you will be sending ad:*

Booth Rental

Exhibitor (Includes 2 exhibitor personnel)

Booth rental _____ @ \$1,600 \$ _____

Add'l personnel _____ @ \$200 \$ _____

Booth choice (see floor plan for location numbers):

1st choice _____ 2nd choice _____ 3rd choice _____

Please list any companies you would rather not be near:

Billing Information

Total Amount \$ _____

Check Enclosed

Charge my Credit Card: AMEX Visa MC

Credit Card Number

Expiration Date

Name of Cardholder

Signature of Cardholder

50% deposit is required for all marketing options chosen. Balance must be paid in full by 8/31/07. Cancellation fee for exhibit space is \$650 if cancelled before 8/31/07. No refunds will be made after this date. Advertising fees are non-refundable. A confirmation letter and exhibitor service kit will be sent to confirmed exhibitors prior to the conference.

Make check payable to:

Health Care Compliance Association

Please return this completed form with check to:

Darin Dvorak
Health Care Compliance Association
6500 Barrie Road, Suite 250
Minneapolis, MN 55435
Fax: 952-988-0146 • Phone: 888-580-8373
Email: darin.dvorak@hcca-info.org

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