



FRAUD & COMPLIANCE FORUM

October 4–6, 2009

Renaissance Harborplace Hotel | Baltimore, MD

SPONSOR & EXHIBITOR PROSPECTUS



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

Develop lasting relationships with your top prospects

Take advantage of Fraud & Compliance Forum sponsorship, exhibiting, and/or advertising opportunities, and prepare to:

- Heighten your credibility through close association with the largest organization of its kind
- Develop relationships with new prospects and strengthen ties with existing clients
- Differentiate your company from your competition and traditional marketing methods
- Gain high visibility and name recognition to health care compliance professional across the country

Rent a Booth in the Exhibit Area

Get maximum exposure when renting a booth. All breakfasts, breaks, and receptions will be held in the Exhibit Area.

Booth rental..... \$1,800
Add'l personnel..... \$250/ea

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

Sponsorship Pricing

Silver Sponsor	\$5,000 or more
Gold Sponsor	\$8,000 or more
Platinum Sponsor	\$10,000 or more

Exhibitor Inclusions

6-foot draped table	✓
8-foot backwall drape	✓
3-foot side drapes	✓
One 7" × 44" line ID sign	✓
Two chairs	✓
Wastebasket	✓
Two exhibit staff (<i>exhibit area only access</i>)	✓
Two reduced-rate attendee conference registrations (<i>per company/\$500 each attendee</i>)	✓

Sponsorship Details

	Silver	Gold	Platinum
Post-conference attendee list for a one-time mailing	✓	✓	✓
Company name/logo displayed inside the conference brochure	✓	✓	✓
Complimentary conference registrations	1	2	3
Company name/logo displayed on HCCA and AHLA's websites	✓	✓	✓
Complimentary ad placement on "Take One" table		✓	✓
Recognition during the opening General Session			✓
Pre-conference attendee list for a one-time mailing			✓
Company name/logo on all conference e-mail correspondence			✓

Sponsorship Opportunities

Folios

Attendees will receive a folio with an accordion-style file with card holders on the left and a 8.5" × 11" writing pad on the right. We'll print your logo on the front (one color) **(\$10,000)**

Tote Bags

Your name and logo will appear on the front of tote bags that are distributed to conference attendees **(\$8,000)**

Receptions

Sponsor the reception on Sunday or Monday
(Sunday: \$8,000 | Monday: \$10,000)

Notepads

Notepads will be inserted into the attendee conference bag. Notepads will have logo and company web site and contact information listed on pads **(\$8,000)**

Hotel Room Keys

Get your name in the hands of attendees with your company logo imprinted on conference hotel room keys **(\$8,000)**

Coffee Mugs

Thermal coffee mugs will be set out at coffee breaks for attendees. Your logo and company name will be printed on the mugs in one color. **(\$8,000)**

Lanyards

Your company name, web site and phone number will be printed in one color on the lanyard that clips to the badge **(\$5,000)**

Water Bottles

Your company logo and company information will appear on the bottle **(\$5,000)**

Continental Breakfast

A continental breakfast will be provided for all attendees. On Monday or Tuesday your company name would be displayed throughout the exhibit hall. You will also have the opportunity to supply napkins or paper cups for attendees to use **(\$5,000)**

Refreshment Breaks

On Monday or Tuesday, your company name will be displayed throughout the exhibit hall during breaks **(\$5,000)**

Session Room Signage

Every session room in the hotel will have signage indicating which session is in that room. Have your logo and booth number at the bottom of these signs that every attendee will look at **(\$5,000)**

Other Opportunities

If you have something you would like to sponsor at the conference that is not listed here, please contact Jodi Erickson Hernandez at 952-405-7926 to discuss.

Exhibit for Maximum Exposure

Exhibit Hall Hours

Exhibitor Set-up

Sunday, October 4

10:30 AM – 1:00 PM

Viewing Hours

Sunday, October 4

1:30 – 6:15 PM *OPEN*

Monday, October 5

7:00 AM – 12:30 PM *OPEN*

12:30 – 1:30 PM *CLOSED*

1:30 pm – 7 PM *OPEN*

Tuesday, October 6

7:00 AM – 12:00 PM *OPEN*

12:00 PM – 1:00 PM *CLOSED*

1:00 – 3:45 PM *OPEN*

Teardown

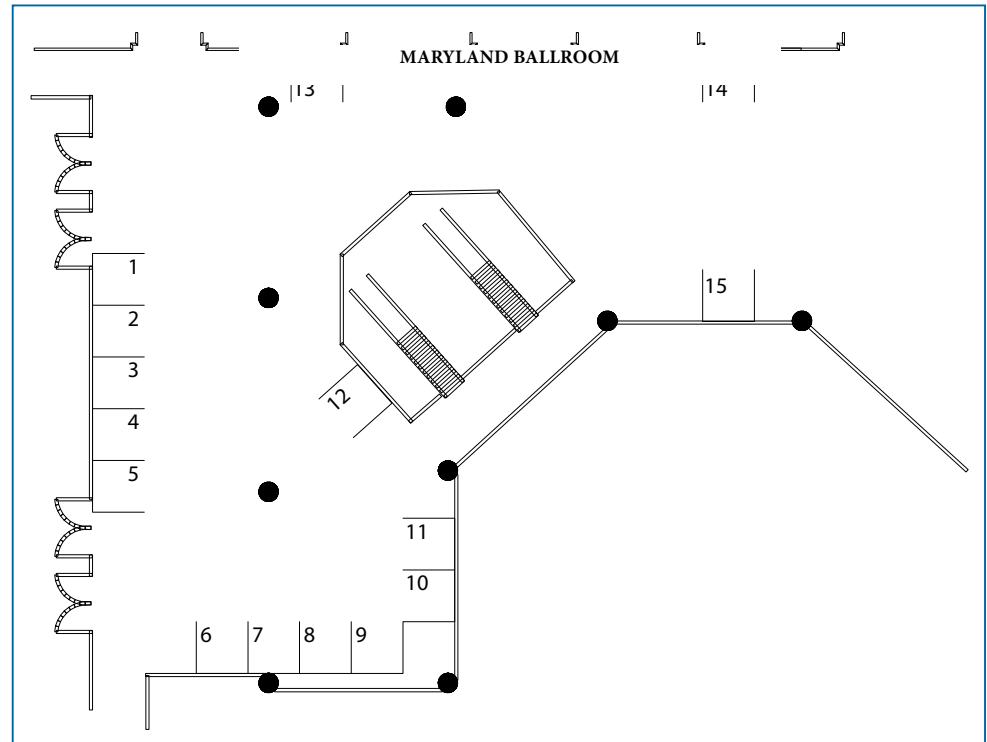
Tuesday, October 6

3:45 – 5:30 PM

All times are subject to change.

See conference brochure for program agenda

Renaissance Harborplace Hotel: Exhibit Hall



Hotel Accommodations

Hotel accommodations are not included in the registration fee. When making reservations, please indicate that you are with the American Health Lawyers Association/Health Care Compliance Association; the room block may sell out prior to hotel cut-off date.

Room Rate: \$224 single or double occupancy

Hotel Cut-off Date: Wednesday, September 16, 2009

Renaissance Baltimore Harborplace Hotel
202 East Pratt Street
Baltimore, MD 21202

Reservations: 410-547-1200 or 800-535-1201

Hotel website: www.marriott.com/hotels/travel/bwish-renaissance-baltimore-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

AHHA/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.



Terms and Conditions

1. **Booth Information**—The exhibit area will be held in the Baltimore/Maryland 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 postal 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 \$1,800.
3. **Personnel**—Each booth space includes two exhibitor personnel. Extra badges may be purchased for \$250. 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, September 11, 2009.
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 \$750 per contract for space will be charged to an exhibitor who cancels their contract before Friday, September 11, 2009. 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.

Contact Information

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Contact Person _____

Authorized Signature _____

Sponsorship Opportunities

- Folios.....\$10,000
- Reception on Monday.....\$10,000
- Reception on Sunday.....\$8,000
- Tote Bags.....\$8,000
- Notepads.....\$8,000
- Coffee Mugs.....\$8,000
- Hotel Room Keys.....\$8,000
- Badge Holder Lanyards.....\$5,000
- Water Bottles.....\$5,000
- Continental Breakfast on Monday.....\$5,000
- Continental Breakfast on Tuesday.....\$5,000
- Refreshment Break on Monday.....\$5,000
- Refreshment Break on Tuesday.....\$5,000
- Session Room Signage.....\$5,000

Cost \$ _____

Payment Terms

50% deposit is required for all marketing options chosen. Balance must be paid in full by 9/11/09. Cancellation fee for exhibit space is \$750 if cancelled before 9/11/09. 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.

Booth Rental

Exhibitor (Includes 2 exhibitor personnel)

Booth rental _____ @ \$1,800 \$ _____

Add'l personnel _____ @ \$250 \$ _____

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

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 _____

Credit Card Expiration Date _____

Name of Cardholder _____

Signature of Cardholder _____

Make check payable to:

Health Care Compliance Association

Please return this completed form with check to:

Jodi Erickson Hernandez
 Health Care Compliance Association
 6500 Barrie Road, Suite 250, Minneapolis, MN 55435
 Fax: 952-988-0146 • Phone: 952-405-7926
 Email: jodi@hcca-info.org

Tax ID Number 23-2882664