

2012

Regional Conferences

Prospectus

**HCCA, the largest organization of its kind,
invites you to participate in major health care
compliance networking events**

Exposure to top professionals in your field
Inexpensive, effective way to market your name
Excellent networking opportunities



www.hcca-info.org
888-580-8373

HCCA's 2012 Regional Conferences

Attendee Profile

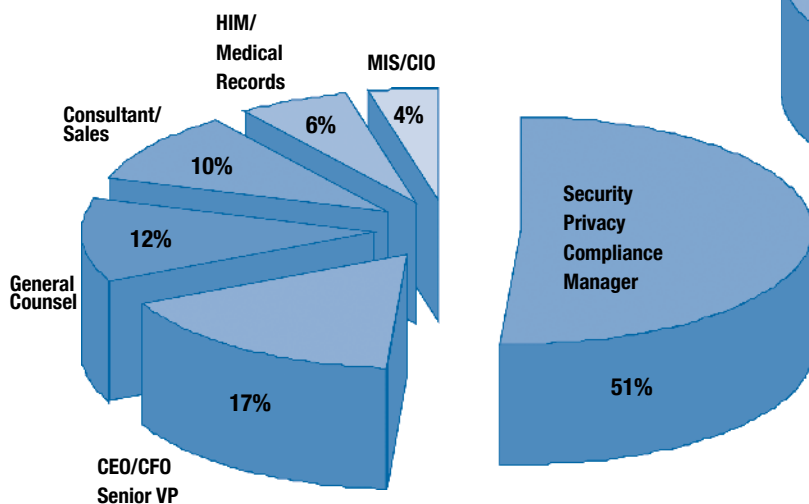
Who will attend HCCA's Regional Conferences?

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

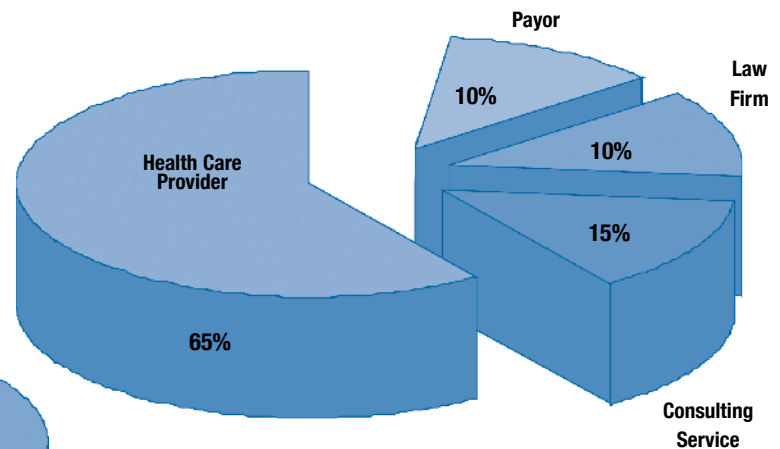
HCCA members and conference attendees are interested in:

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

PARTICIPANT OCCUPATION



PARTICIPANT EMPLOYER



Visit www.hcca-info.org for more advertising and marketing opportunities

Check Out Our 2012 Regional Conference Locations

The Health Care Compliance Association (HCCA), the largest organization of its kind, invites you to participate in supporting local health care compliance education conferences. Take advantage of a unique opportunity to expand your reach to local professionals in your area. These regional conferences are attended by highly influential and experienced professionals. Sponsorship offers you strategic positioning as an industry leader.

Southeast

January 20 | Atlanta, GA

South Atlantic

January 27 | Orlando, FL

Southwest

February 17 | Dallas, TX

Alaska

March 1–2 | Anchorage, AK

Upper North Central

May 11 | Columbus, OH

Upper Northeast

May 18 | New York, NY

Gulf Coast

June 8 | Houston, TX

Pacific Northwest

June 15 | Seattle, WA

West Coast

June 22 | Newport Beach, CA

New England

September 7 | Boston, MA

Upper Midwest

September 14 | Minneapolis, MN

Midwest

September 21 | Overland Park, KS

North Central

October 5 | Indianapolis, IN

East Central

October 12 | Pittsburgh, PA

Hawaii

October 19 | Honolulu, HI

Mountain

October 26 | Denver, CO

Mid Central

November 9 | Louisville, KY

Desert Southwest

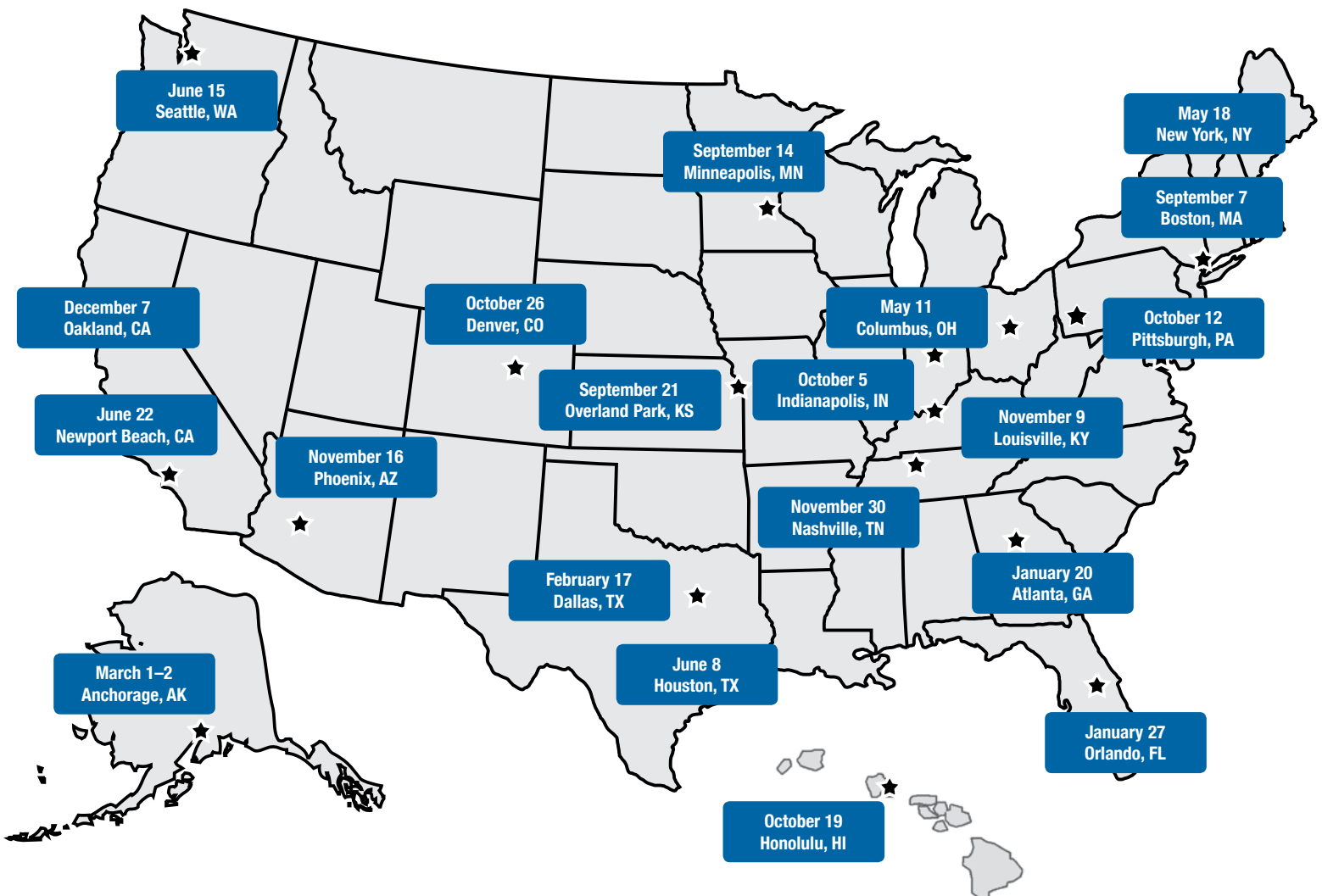
November 16 | Phoenix, AZ

South Central

November 30 | Nashville, TN

Upper West Coast

December 7 | Oakland, CA



HCCA's 2012 Regional Conferences Sponsorship Opportunities

Take advantage of a unique opportunity to expand your reach!

HCCA events are attended by highly influential and experienced professionals. Sponsorship offers you strategic positioning as an industry leader.

The more conferences you sponsor, the better the value!

Discount offered when you sponsor 3 or more conferences

Contact Beckie Smith at beckie.smith@hcca-info.org for more information

Each sponsorship opportunity will include the following:

- Company logo on cover of conference brochure
- Company logo on HCCA website on regional event page
- Company logo on HCCA Regional conference email blasts
- Company logo on index page of conference CD-ROM



Sponsorship Opportunities:

Lunch: A buffet lunch will be provided for all attendees. Your company name will be displayed throughout the lunch. You will also have the opportunity to supply logoed napkins or paper cups for attendees to use. **(\$2,000)**

Continental Breakfast: A continental breakfast will be provided for all attendees. Your company name will be displayed throughout the breakfast. You will also have the opportunity to supply logoed napkins or paper cups for attendees to use. **(\$1,500)**

Book Bag: Provide a bag for attendees. Your company logo/website will appear on the bag. **(\$1,000)**

Water Bottle: Provide a water bottle for attendees. Your company logo/website will appear on the bottle. **(\$1,000)**

Internet Access for Attendees: Sponsor internet access for attendees in session room so they may have onsite electronic access to all conference handouts. Your sponsor logo and a paragraph about your company/products will appear on the home page of the conference handout link that will be emailed to all attendees. **(\$750)**

Lanyards: Each attendee receives and wears a lanyard at the conference. Your company logo/website will appear on the lanyard. **(\$750)**

Promotional Flyers: Provide a promotional flyer about your company. The flyer will be placed on each attendee's chair. **(\$550)**

Support HCCA: Gain exposure for your company while supporting HCCA. **(\$500)**

HCCA's 2012 Regional Conferences Exhibiting Opportunities

Take advantage of regional conference exhibiting 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 professionals

Discount offered when you exhibit at 3 or more conferences

Contact Beckie Smith at beckie.smith@hcca-info.org for more information

Exhibiting Opportunities:

- Exhibit plus one complimentary conference registration: **\$950**
- Exhibit plus two complimentary conference registrations: **\$1,150**



Each Exhibit Includes:

- 6-foot draped table
- Complimentary conference registration
- Company logo on cover of conference brochure
- Company logo on HCCA website on regional event page
- Company logo on HCCA Regional conference email blasts
- Company logo on index page of conference CD-ROM
- Post-conference mailing list
- Exhibits will be located in the prefunction area outside of the session room. Exhibit tabletop space assignments are on a first-come basis the morning of the conference

HCCA's 2012 Regional Conferences

Terms and Conditions

To ensure your exhibiting experience at an HCCA Regional Conference is successful, read the following rules and regulations carefully. By submitting an exhibitor registration form you agree to abide by these and any other rules and regulations set forth for this event.

DAMAGE TO PROPERTY: The exhibitor is liable for any damage caused to hotel floors, walls, or columns or to booth equipment or to other exhibitors' property. The exhibitor may not mark, tack, make holes or apply paint, lacquer, adhesives, or other coating to hotel columns and floors or to booth equipment.

AMERICANS WITH DISABILITIES ACT: Exhibitor represents and warrants (i) that its exhibit will be accessible to the full extent required by law; (ii) that its exhibit will comply with the American with Disabilities Act (ADA) and with any regulations implemented by the ADA; and (iii) that it shall indemnify and hold HCCA harmless from and against any and all claims and expenses, including attorneys' fees and litigations expenses, that may be incurred by or asserted against HCCA, its officers, directors, agents, or employees on the basis of the exhibitor's breach of this paragraph or noncompliance with any of the provision of the ADA.

LIABILITY: Exhibitors shall protect, save and hold HCCA, and their officers, directors, employees, and agents; the hotel in which HCCA's meeting is being conducted and all agents and employees thereof; and show management and its officers, directors, employees and agents (hereinafter collectively called "Indemnities") forever harmless from any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitors and further, exhibitor shall at all times protect, indemnify, save and hold harmless the Indemnities against and from any and all losses, costs damages, liability, or expense (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any property, person or persons, including the exhibitor, its agents employees and business invitees, which arise from or out of or by reasons of said exhibitor's occupancy and us of the facilities, or any part thereof.

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 hall 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 in the exhibit hall. 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.

PROMOTION DURING CONFERENCE: Exhibitors are reminded not to place brochures, stickers, signs, posters or marketing materials anywhere other than within their own booth space. Likewise, exhibitors' representatives are not allowed to distribute brochures, invitations, etc, anywhere than within their exhibit space. This is unfair to the other Exhibitors and an inconvenience to visitors.

INFRINGEMENT OF COMMON AREAS: All equipments, promotional material, furniture or exhibits are to be placed within the perimeters of Exhibitor's own booth/space. Exhibitors are NOT allowed to put up any posters or promotional material in common areas; eg: pillars, walls, partitions, panel, tables, etc.

MEETING CANCELLATION: It is mutually agreed that in the event of cancellation of the HCCA meeting 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. HCCA shall determine an equitable basis for the refund of such consideration of expenditures and commitments already made.

PAYMENT: All payments must be made in full at least 7 days prior to conference date.

Past Exhibitors at HCCA Regional Conferences

Alaskan Native Tribal Consortium
Allegiance
Alston & Bird
Bass Berry & Sims
BKD
Broad and Cassel
Brouse McDowell
Chafin Consulting Group
Compliance 360
Davis Wright Tremaine
Deloitte
Ernst & Young
Global Compliance
Halleland Lewis Nilan & Johnson
HCCS
Healthcare Quality Association on Accreditation
HFMA
Husch Blackwell Sanders LLP
IMA Consulting
Iron Mountain
Jefferson Wells
King & Spalding
KPMG
Lathrop & Gage
MCN Healthcare
Meade & Roach
MediTract
MES Solutions
Moss Adams
Navigant Consulting
Nemea
Sinaiko Healthcare Consulting
TMF
Waller Lansden
Wolters Kluwer

HCCA's 2012 Regional Conferences Sponsorship Application

Sponsorship Opportunities

- Lunch\$2,000
- Continental Breakfast\$1,500
- Book Bag\$1,000
- Water Bottle\$1,000
- Internet Access for Attendees\$750
- Lanyards\$750
- Promotional Flyers\$550
- Support HCCA.....\$500

Total \$ _____

Exhibiting Opportunities

- Exhibit **plus one** complimentary conference registration\$950
- Exhibit **plus two** complimentary conference registrations\$1,150

Total \$ _____

Conference Locations

Please check the conferences you would like to sponsor.

DATE	LOCATION
<input type="checkbox"/> January 20	Atlanta, GA
<input type="checkbox"/> January 27	Orlando, FL
<input type="checkbox"/> February 17	Dallas, TX
<input type="checkbox"/> March 1-2	Anchorage, AK
<input type="checkbox"/> May 11	Columbus, OH
<input type="checkbox"/> May 18	New York, NY
<input type="checkbox"/> June 8	Houston, TX
<input type="checkbox"/> June 15	Seattle, WA
<input type="checkbox"/> June 22	Newport Beach, CA
<input type="checkbox"/> September 7	Boston, MA
<input type="checkbox"/> September 14	Minneapolis, MN
<input type="checkbox"/> September 21	Overland Park, KS
<input type="checkbox"/> October 5	Indianapolis, IN
<input type="checkbox"/> October 12	Pittsburgh, PA
<input type="checkbox"/> October 19	Honolulu, HI
<input type="checkbox"/> October 26	Denver, CO
<input type="checkbox"/> November 9	Louisville, KY
<input type="checkbox"/> November 16	Phoenix, AZ
<input type="checkbox"/> November 30	Nashville, TN
<input type="checkbox"/> December 7	Oakland, CA

Cancellation fee for exhibit space is \$250 if cancelled 14 days before the conference date. After 14 days no refunds will be made.

Contact Information

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Contact Person _____

Authorized Signature _____

Name of Onsite Vendor Representative _____

Billing Information

Total Amount \$ _____

- Check enclosed
 - I authorize HCCA to charge my credit card (choose below)
- CREDIT CARD: AmericanExpress Diners Club MasterCard Visa

Credit Card Account Number _____

Credit Card Expiration Date _____

Cardholder's Name _____

Cardholder's Signature _____

Make checks payable to:
Health Care Compliance Association

Please return this completed form with check or payment information to:
Health Care Compliance Association
6500 Barrie Road, Suite 250
Minneapolis, MN 55435
Fax: 952-988-0146 | Phone: 888-580-8373

Questions? E-mail Beckie Smith at beckie.smith@hcca-info.org

Federal Tax ID: 23-2882664

About the HEALTH CARE COMPLIANCE ASSOCIATION

HCCA was established in 1996 to promote quality compliance programs in health care. The association provides a forum for interaction and information exchange, to enable members to provide high quality compliance programs, and to create high quality educational opportunities for those involved with compliance in the health care industry.

A forum for healthcare professionals

HCCA is a forum for healthcare professionals involved in compliance, serving all segments of the health care industry. This includes hospitals, group practices, laboratory, academic institutions, home health, hospice, skilled nursing facilities, durable medical equipment, payor/managed care, third party billing, rehabilitation facilities, behavioral health, and pharmaceutical manufacturers.

HCCA provides:

- Educational programs
- Professional networking, including HCCA's online social network, HCCAnet
- A monthly magazine, *Compliance Today*
- Weekly news updates in the compliance field
- Compliance e-news alerts
- Health care forum discussion groups
- Annual national Compliance Institute
- Regional conferences
- Cooperative programs with other national organizations
- Member discounts on products and conferences
- And much more!

More than 6,500 members

HCCA exists to champion ethical practice and compliance standards in the health care community and to provide the necessary resources for compliance professionals and others who share these principles.

Network with buyers

Learn client needs

Access decision makers

