

Managed Care Compliance Conference

February 24–26, 2013

Hyatt Regency Phoenix | Phoenix, AZ

EXHIBITOR/SPONSORSHIP PROSPECTUS



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

Sponsorship & Exhibiting Overview

Take advantage of HCCA sponsorship, exhibiting, and advertising opportunities, and prepare to:

- Heighten your credibility through close association with the premier health care compliance association
- 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



Exhibiting and Sponsorship Pricing

Table-top exhibit display	\$1,000
Silver Sponsor	\$2,000 or more
Gold Sponsor	\$4,000 or more
Platinum Sponsor	\$6,000 or more

Exhibitor Details

6' draped table	✓
Two chairs	✓
Wastebasket	✓
Online logo and company description (75 words max) on the conference website	✓
Two exhibit staff badges (<i>exhibit area only access</i>)	✓

Sponsorship Details

	Silver	Gold	Platinum
Post-conference attendee list for a one-time mailing	✓	✓	✓
Online logo and company description (75 words max) on the conference website	✓	✓	✓
On-site company description in the Program at a Glance (75 words max)	✓	✓	✓
Complimentary conference registrations	1	2	3
Company name/logo displayed on the conference website	✓	✓	✓
Complimentary ad placement on "Take One" table		✓	✓
Recognition during the opening General Session			✓
Company name/logo displayed on the conference brochure			✓
Company name/logo displayed inside the conference brochure	✓	✓	
Pre-conference attendee list for a one-time mailing			✓
Company name/logo on all conference e-mail marketing			✓

Sponsorship Opportunities

Tote Bags

Your name and logo will appear on the front of large canvas bags which are distributed to all conference attendees. Open to two sponsors—we will alternate which company's logo is on the front and back. **SOLD** [\[\\$6,000\]](#)

Folios

Each attendee will receive a folio with an accordion-style file with card holders on the left and a 8½" × 11" writing pad on the right. We'll print your logo on the front (one color) and place your business card or one page flyer (you provide) inside. **SOLD** [\[\\$6,000\]](#)

Exhibit Hall Receptions

Exhibit Hall receptions provide attendees the opportunity to greet old friends, make new acquaintances, and visit with exhibitors in a casual and festive environment. Signage will be displayed in the reception area. [\[Sunday: \\$6,000\]](#) [\[Monday: \\$6,000\]](#)

Networking Lunches

Networking luncheons promise excellent visibility in an environment where the audience is focused on industry issues. [\[Monday: \\$6,000\]](#) [\[Tuesday: \\$6,000\]](#)

Continental Breakfasts

A continental breakfast will be provided for all attendees on Thursday and Friday. Your company name will be displayed on signs near the food stations. [\[Monday: \\$5,000\]](#) [\[Tuesday: \\$5,000\]](#)



Notepads

A notepad imprinted with your logo will also be inserted in the attendee bag. [\[\\$5,000\]](#)

Water Bottles

Your company logo and company information will appear on the bottle. Water bottles will be distributed in attendee bags. [\[\\$5,000\]](#)

Calculators

Slim-style calculators will bear your company logo on the front. All attendees will receive the calculator. [\[\\$4,500\]](#)

Refreshment Breaks

Your company name will be displayed near the food stations during breaks. [\[Monday: \\$4,000\]](#) [\[Tuesday: \\$4,000\]](#)

Session Room Signage

Every session room will have signage indicating the sessions in that room. Have your logo and booth number at the bottom of these signs that every attendee will see. [\[\\$4,000\]](#)

Badge Holder Lanyards

All registrants will wear your company name, website, and phone number around their necks. **SOLD** [\[\\$3,000\]](#)

Internet Stations

Your company name and logo will be set as the home page on a minimum of three computers that attendees can use to check their e-mail. [\[\\$2,000\]](#)

Attendee Tote Bag Inserts

Place marketing material in all attendee tote bags (company to provide their marketing material). [\[\\$500\]](#)

Take-One Table Handouts

Your marketing material will be made available on a take-one table (company to provide their marketing material). [\[\\$250\]](#)

Exhibit for Maximum Exposure

Exhibitor Set-up

Sunday, February 24, 2013

Set-up.....1:00–5:00 PM

Exhibitor Viewing Hours

Sunday, February 24, 2013

Exhibit Hall Opens5:30–6:30 PM

Monday, February 25, 2013

Continental Breakfast7:15–8:15 AM

Break9:30–10:00 AM

Break2:15–2:45 PM

Break4:15–4:30 PM

Networking Reception5:30–6:30 PM

Tuesday, February 26, 2013

Continental Breakfast7:30–8:30 AM

Break10:00–10:30 AM

Break2:15–2:30 PM

Exhibitor Teardown

Tuesday, February 26, 2013

Teardown.....2:30–4:00 PM

Hotel Accommodations

**Palomar Phoenix
2 East Jefferson Street
Phoenix, AZ 85004**

(A 6-minute/3-block walk to the conference hotel, the Hyatt Regency Phoenix)

A rate of \$209 single/double plus applicable state and local taxes (currently 13.27%) has been arranged for this program. For reservations call 1-800-KIMPTON and request the rate for the Managed Care Compliance Conference room block. You can also make your reservations here. Reservations must be received on or before February 9, 2013, to receive the group rate.

Overnight valet parking for guests is \$27 per day with in and out privileges. Self-parking for guests is \$20 per day with in-and-out privileges. Rates are subject to change without prior notice. Hotel Palomar Phoenix offers complimentary wireless Internet access in the hotel guestrooms for those that are a part of the Kimpton Intouch Loyalty Program (sign up here for free).

Rent a Table-Top Display in the Exhibit Area

You will get maximum exposure when renting a table-top display! All breakfasts and breaks will be held in the Exhibit Area on Monday and Tuesday, as well as the reception on Monday evening.

Table-top display rental \$1,000
Add'l personnel \$200/ea

Each table-top display rental receives one 6' draped table, two chairs and a wastebasket. Two exhibitor personnel are allowed for each booth.

Terms and Conditions

- Booth Information:** Each exhibiting company will receive a post-conference attendee list for a one-time mailing.
- Assignments:** Assignments will be made on a first-come, first-served basis.
- Payment:** A 50% deposit is required for each booth space ordered. Remaining balance must be paid no later than January 4, 2013.
- Failure to Occupy:** Space not occupied by the close of installation (unless previous written arrangements were made) will be forfeited by the exhibitor. HCCA may resell, reassign or use the space. If display equipment is available, HCCA may choose to have the exhibit erected at the exhibitor's expense. The exhibitor in not relieved of the obligation to pay the full exhibit price.
- Meeting Cancellation:** It is mutually agreed that in the event of cancellation of HCCA's Managed Care Compliance Conference 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 CEO of the HCCA shall determine an equitable basis for the refund of such consideration of expenditures and commitments already made.
- Cancellation of Exhibit Contract:** HCCA must be notified of exhibitor cancellation in writing. A cancellation fee of \$350 per contract for space will be charged to an exhibitor who cancels their contract before January 4, 2013. No refunds will be made after this date.
- 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.
- Liability:** It is understood that each party involved—HCCA, hotel, 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.
- Certificate of Insurance:** 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.
- 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.

Sponsorship Application

Managed Care Compliance Conference | February 24–26, 2013 | Hyatt Regency Phoenix | Phoenix, AZ

Contact Information (please print)

COMPANY NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

FAX _____

E-MAIL _____

CONTACT PERSON _____

CONTACT PERSON'S TITLE _____

AUTHORIZED SIGNATURE _____

Sponsorship Opportunities

- Tote Bags.....\$6,000 **SOLD**
- Folios.....\$6,000 **SOLD**
- Exhibit Hall Reception: Monday.....\$6,000
- Exhibit Hall Reception: Tuesday.....\$6,000
- Networking Lunch: Monday.....\$6,000
- Networking Lunch: Tuesday.....\$6,000
- Continental Breakfast: Monday.....\$5,000
- Continental Breakfast: Tuesday.....\$5,000
- Notepads.....\$5,000
- Water Bottles.....\$5,000
- Calculators.....\$4,500
- Refreshment Break: Monday.....\$4,000
- Refreshment Break: Tuesday.....\$4,000
- Session Room Signage.....\$4,000
- Badge Holder Lanyards.....\$3,000 **SOLD**
- Internet Stations.....\$2,000
- Attendee Tote Bag Inserts.....\$500
- Take-One Table Handouts.....\$250

TOTAL \$ _____

Sponsorship Level

- Platinum
- Gold
- Silver

TOTAL \$ _____

Exhibit Rental

- Table-Top Exhibit Space _____ @ \$1,000 \$ _____
- Add'l exhibit staff badges* _____ @ \$200 \$ _____
(allows access to exhibit hall only)

On-site Personnel

1

Name and Title _____

Email _____ Phone _____

Address _____

City _____ State _____ Zip _____

2

Name and Title _____

Email _____ Phone _____

Address _____

City _____ State _____ Zip _____

Billing Information

TODAY'S DEPOSIT \$ _____ (out of TOTAL \$ _____)

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

Credit Card Account Number _____

Credit Card Expiration Date _____

Cardholder's Name _____

Cardholder's Signature _____

50% deposit is required for all booth rentals. Balance must be paid in full by January 4, 2013. Exhibitor/sponsorship fees are non-refundable.

Please initial here that you have read and understood the above terms _____

Make check payable to:

Health Care Compliance Association

Please return completed form with payment to:

Katie Burk
Health Care Compliance Association
6500 Barrie Road, Suite 250, Minneapolis, MN 55435
888-580-8373 (P) • 952-988-0146 (F)
email: katie.burk@corporatecompliance.org

MC0213

OFFICE USE ONLY Date received _____ By _____
