

Fall^{I4}

HBMA
Healthcare
BILLING & MANAGEMENT
Association

September 14 – 16, 2014

NATIONAL CONFERENCE

Planet Hollywood | Resort & Casino | Las Vegas, NV



Exhibitor Prospectus

Exhibitor Info

Act now to reach an influential audience of Healthcare Billing Professionals. Register online at www.hbma.org or mail or fax the enclosed Application and Contract to Exhibit today!

EXHIBIT SPACE AND BOOTH SELECTION

Booth selection is on a first-come, first-served basis in accordance with the registration process described below.

EXHIBITOR REGISTRATION PROCESS

REVIEW THESE PROCEDURES: Please carefully note the procedures and time periods we have implemented for exhibitor sign-ups and booth selection for the HBMA Fall Annual Conference.

Exhibitor sign-ups will be accepted according to the schedule shown below. To pre-register as a conference sponsor, please call HBMA at 202-367-2315 and ask for Ryan Abell.

Please Note: To register before June 21, 2014 you must be eligible through sponsorship or by having exhibited at our annual conferences within the past year. We are required to un-register non-eligible companies that attempt to register prior to June 21, 2014. We apologize for any inconvenience this may cause.

- **May 22 – June 3**
Pre-Registration Open for Sponsoring Companies Only
- **June 4 – June 20**
Registration Open for Returning Exhibitors Only
- **June 21**
Registration Open for All

REGISTRATION OF EXHIBIT PERSONNEL

All persons visiting the Exhibition area as well as staffing the booths must be registered and wear the HBMA conference name badge. Two (2) registrations are included with the booth registration fee. Each exhibiting company is limited to three (3) representatives. Representatives must be employees of your company. The fee for a third representative is \$300. HBMA has a strict policy against solicitation by representatives of organizations who are not exhibiting at the conference.

EXHIBIT SPACE FEES

All booths are 8' deep by 10' wide. Included with each space are draped back and side walls, a booth identification sign, one 6' draped table, two chairs, and a wastebasket. The exhibit hall floor and all booths are carpeted. All exhibitors will be recognized in the conference program book and listed in the HBMA Conference mobile app with a 40-word description of the company or product and company URL. Descriptions will be limited to 40 words and may be edited by HBMA to remove any content deemed inappropriate. Security, including move-in and move-out, daily aisle maintenance and trash control, general overall illumination, and temperature control will be provided.

THE RATES FOR EXHIBIT SPACE ARE:

HBMA Vendor Affiliate\$1,995 per booth
Non-Member\$2,495 per booth

HBMA reserves the right to deny exhibit space. Please note that exhibit space pricing does not include any materials such as (but not limited to) additional tables, furnishings, or electrical. These items must be purchased separately from the exhibit contractor.

TERMS OF PAYMENT & CANCELLATION

Applications must be accompanied by check or money order made payable to HBMA in the full amount per space rental reserved. If written notice of space cancellation is postmarked by **July 15, 2014**, a 50% refund will be made. No refund for cancellation will be made for requests postmarked after **July 15, 2014**.

EXHIBITOR SERVICES • PME EXPO SERVICES

3315 Maggie Blvd, Suite 300, Orlando, Florida 32811

Phone: 407-730-3886

Fax: 407-730-3887

www.pmeexpo.com

The Exhibitor Service Kit containing order forms, shipping instructions and information about exhibitor services and booth furnishings will be sent to each exhibitor via email in **mid-July, 2014**.

CONFERENCE PROGRAM BOOK AND MOBILE APP INFORMATION

Your company will be included in the final conference program book and will also be listed with a 40-word description in the conference mobile app. Descriptions will be limited to 40 words and may be edited by HBMA to remove any content deemed inappropriate.

Please provide:

- A 40-word count description
- Company website URL
- Company logo in a vector EPS or high-res JPEG version

You may email this description to chunter@hbma.org. Please note that HBMA reserves the right to edit copy to conform to format and length limitations as necessary. Your company logo will be included in the Exhibitor Information section of the final conference program book as well as in any Sponsor recognition signage. Please submit these files via email to chunter@hbma.org.

For best results, we request a vector EPS file or, if not available, then a hi-res JPEG format. We cannot adequately reproduce Word document representations and are not able to use logos from websites.

Important Exhibitor Reminders

PLEASE SHARE THESE REMINDERS WITH ALL STAFF THAT WILL BE MANNING YOUR BOOTH

- **All exhibits must be fully set by 4:00pm on Sunday, September 14, 2014.** After this time, HBMA reserves the right to use any empty space in a way that will complement the overall appearance of the exposition.
- **Exhibit booths must be staffed at all times during exhibit show hours.** The exhibit show has been scheduled to allow for unopposed exhibit hours. Exhibitors should plan on being stationed at their booth at least 15 minutes prior to the published show hours.
- **Exhibit booths may not be dismantled prior to 10:30am on Tuesday, September 16.** Exhibitors may lose their right to exhibit at other HBMA events if they do not adhere to this schedule. This policy is in place as a courtesy to other exhibitors and attendees who will be conducting business in the exhibit hall until closing time.
- **Booth etiquette requires that product displays and presentations be confined to the assigned booth space.** Demonstrations should be straightforward, be professional in nature, and must avoid the use of sideshow or theatrical gimmicks, celebrities, excessive noise, heat, or light. Spectators may not interfere with normal traffic flow to other exhibits in the aisle space.
- **HBMA will provide security throughout the exposition.** Even though security will be provided during installation, show days, and dismantling, *it is always the exhibitor's responsibility to ensure the security of his/her exhibit and its contents.*
- **Each exhibitor is expected to abide by the HBMA Code of Ethics and to comply with the Terms & Conditions of this agreement and HBMA Exhibit Rules & Regulations.** Please thoroughly review this Exhibitor Prospectus that includes Exhibitor Guidelines, Rules & Regulations along with the HBMA Code of Ethics. Should you have any questions, you may direct your inquiries to show management.

Thank you for your participation in what is sure to be a very successful event!

Show Management
Contact: Cate Hunter
312-673-5914
chunter@hbma.org

Events

GRAND OPENING RECEPTION

SUNDAY, SEPTEMBER 14 – 5:30pm – 7:30pm

The Grand Opening Reception is a primary social and networking event for all conference participants. This exceptional evening is packed with interaction, including the first opportunity for participants to play the game for the HBMA sponsored drawing. The exhibit hall is the perfect venue to meet with your existing clients and establish relationships with new HBMA members. See you there!

REFRESHMENT BREAKS

Food and refreshment service areas have been set aside in the exhibit hall that will be used as the gathering place throughout the conference. The Tuesday morning break is the exhibit hall closing session and will feature the traditional Exhibitor Raffle. We invite you to create added visibility by offering a door prize to be raffled off on Tuesday morning.

MONDAY, SEPTEMBER 15

Morning Break 9:15 – 10:00am
Afternoon Break 2:15 – 3:00pm

TUESDAY, SEPTEMBER 16

Morning Break & Exhibitor Raffle 9:30 – 10:30am

EXHIBITOR SHOWCASE AND RECEPTION

MONDAY, SEPTEMBER 15 • 5:45 – 7:00pm

This reception will begin with lots of excitement for the evening as we build relationships around exhibits, appetizers, and beverages.

EXHIBITOR WRAP-UP SESSION

TUESDAY, SEPTEMBER 16 • 8:45 – 9:15am

HBMA welcomes each exhibitor to participate in this wrap-up session to discuss your experience of the 2014 Fall Exhibitor Program. We value your input and remain dedicated to improving the effectiveness of our conferences and exhibit hall programs. Breakfast will be provided.

HBMA 2014 DRAWING

HBMA will again be offering a raffle drawing available to all attendees. The drawing will include all exhibitors for a chance to win prizes. The drawing will take place on Tuesday before the hall closes.

EXHIBITOR CHECKLIST AND DEADLINES

- **May 22- June 3**
Pre-Registration Open for Sponsoring Companies Only
- **June 4- June 20**
Registration Open for Returning Exhibitors Only
- **June 21**
Registration Open for All

JULY 15

- Application/contract to exhibit due
- Payment received by HBMA
- Online booth selection submitted
- Product/service description provided
- Logo sent to HBMA for program book
- Cancellation deadline

JULY 2014

- Exhibitor service kits sent by PME Expo via email

AUGUST 13

- Hotel reservations cut-off date
- Final list of exhibit personnel
- Conference attendee list sent by HBMA via email

Sponsorship Opportunities

Don't miss these special opportunities to enhance your visibility and gain recognition among the membership of HBMA. In return for your contribution and support, HBMA provides a wide variety of sponsorship benefits based on your level and specific to your sponsored event. We realize there are several organizations that you may choose to support and truly appreciate your trust in HBMA and the value and education we provide to our members and industry professionals. We look forward to your continued support and to seeing you in Las Vegas, Nevada!

*PLATINUM LEVEL

SOLD Title Sponsor \$15,000

- A banner link on HBMA website's conference registration page
- A rotating banner on the HBMA conference mobile app
- Flash drives with all conference materials downloaded and engraved with your logo
- A 22" x 28" sign in the General Session ballroom
- A full-page advertisement, inside the front cover of the conference program book
- Prime choice of exhibit booth space
- An introduction by the HBMA president at the Opening General Session
- Complimentary registration for three company representatives
- The HBMA National Office will send a push notification prior to the conference through the mobile app

Keynote Sponsor \$10,000

- A 4' x 9' banner displayed above the Keynote Speaker and throughout the conference
- Three complimentary registrations for clients of the sponsoring company
- A banner link on the HBMA homepage
- A rotating banner on the HBMA conference mobile app
- Prime choice of exhibit booth space
- A full-page advertisement inside the back cover of the conference program book
- A full-page advertisement in the post-conference publication
- An introduction by the HBMA president at the Opening Keynote
- Your company name included in press releases
- A sponsor logo to appear with an audio recording of the keynote speaker
- The HBMA National Office will send a push notification prior to the conference through the mobile app

*GOLD LEVEL

All Gold Level Sponsors receive the following benefits in addition to those specifically designated with the sponsorship listing below:

- A 22" x 28" sign displayed throughout the conference
- A full-page advertisement in the conference program book
- Prime choice of exhibit booth space
- Complimentary registration for the third company representative

SOLD Conference Bags \$7,500

+ Company name and logo printed on conference bag

SOLD Badge-Holder Neck Wallets. \$7,500

+ Company name and logo printed on neck wallets

SOLD Key Cards \$7,500

+ Company name and logo printed on hotel key cards

NOTE: in order to provide equal opportunities for all vendors, organizations may select the same sponsorship item only two consecutive times and should then choose an alternate option.

Sponsorship Opportunities *(continued)*

*SILVER LEVEL

All Silver Level Sponsors receive the following benefits:

- Company name and logo imprinted on sponsored item where applicable with the HBMA logo
- A recognition sign displayed throughout the conference
- Recognition in the conference program book

Closing Session Speaker (Bill Finerfrock) \$5,500

E-Lounge in Foyer Registration Area \$5,500

- (Includes laptop computers, internet connection, and printing kiosk)

Networking Lunch \$5,500

+ Company representatives invited to attend this lunch session and brief introduction

SOLD Branded Water Stations and Water Bottles \$5,500

Pre-Conference Sessions (two available) \$4,500

First Timer/New Member Breakfast \$4,500

+ Company representative invited to attend this breakfast session

+ Opportunity to briefly introduce your company during the breakfast

Monday Afternoon Ice Cream Break

(Ice-cream purchase not included, must purchase separately). \$3,500

MOBILE APP

HBMA 2014 FALL CONFERENCE MOBILE APP!

Rotating Banner Advertising (6 available) . . . \$2,000

Get Your Company name and logo in front of all conference attendees for one month prior to, during, and after the Fall Annual Conference by advertising on the mobile app. That's a minimum of two months' exposure!

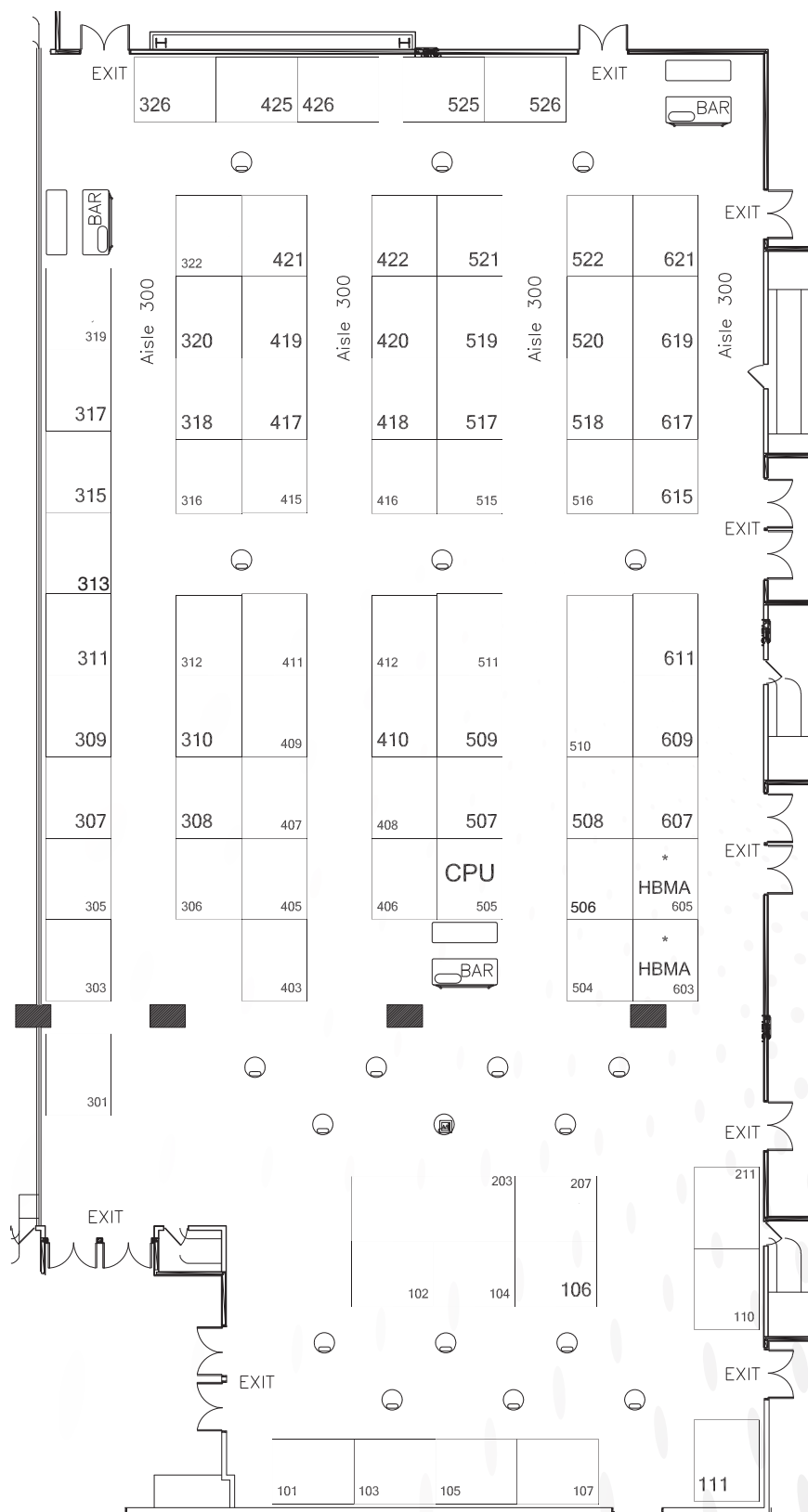
- Banner ads will link to your Exhibitor Listing Page, including your website for additional promotion.
- All Platinum Level Sponsors will receive a complimentary rotating banner ad (a \$1,000 value!)
- Only four other rotating banner ads are offered at \$1,500 each

Note: Your logo artwork is due to the HBMA national office by July 11, 2014. Images need to be supplied in PNG format at 640x150 pixels, 72 dpi.

**FOR SPONSORSHIP AND ADVERTISING OPPORTUNITIES CONTACT:
RYAN ABELL AT (202) 367-2315**

Exhibitor Floor Plan

Visit <http://floorplan.dc.itswebs.com/fxfloorplan/14shbma/> to see an interactive floorplan.



Register online at www.hbma.org or mail/fax the enclosed completed application form.
FOR SPONSORSHIP OPPORTUNITIES CONTACT: Ryan Abell at (202) 367-2315

Fall¹⁴

Application & Contract to Exhibit

September 14 – 16, 2014

NATIONAL CONFERENCE

Planet Hollywood | Resort & Casino | Las Vegas, NV

Reserve your exhibit space by
returning this form to:
HBMA
2025 M St NW, Suite 800
Washington, DC 20036

Exhibitor Information

Main Booth Contact _____

Title _____ First Time Exhibitor: ☐ Yes ☐ No

Company Name _____

Street Address _____

City _____ State _____ ZIP _____

Phone _____ Email _____

Space Requirements

Booth Size - 8x10 booth spaces. Please indicate your choice. If you'd like to create a larger booth presence please indicate that below.

<input type="checkbox"/> HBMA Member \$1995 per booth # of Booths _____ Member # _____	<input type="checkbox"/> Non HBMA Member \$2495 per booth # of Booths _____	Return this application via fax or email, please include 3 booth preferences. HBMA recommends you submit your application early. Booth Preferences: 1. _____ 2. _____ 3. _____
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Exhibit Booth Rental \$ _____

Sponsorship Contribution \$ _____

TOTAL ENCLOSED \$ _____

- ☐ Enclosed is check made payable to "HBMA" Check# _____
- ☐ We understand and agree to abide by the HBMA Code of Ethics
- ☐ We agree to comply with the Terms & Conditions and HBMA Exhibit Rules & Regulations
- ☐ We are interested in sponsorship opportunities. Please contact us.
- ☐ We will attend the Networking Luncheon. There will be _____ people attending.
- ☐ We will participate in the Exhibitor Wrap-Up Session. There will be _____ people attending.
- ☐ Please check here if you have special needs, including dietary.

It is agreed that this application, the contract resulting from its acceptance, and confirmed assignment of space shall be subject to the regulations contained in this brochure and in the HBMA Exhibit Rules & Regulations, incorporated herein by reference. In the event of cancellation by the exhibitor prior to July 15, 2014, the liability of the association shall be limited to a 50% refund of the amount of rental paid. Cancellation by the exhibitor after that date will result in forfeiture of the full payment. Cancellation notice must be in writing. In case of cancellation of the meeting for reasons beyond the control of HBMA, it is understood that the liability of the association shall be limited to the refund of the amount paid.



FOR EXHIBITOR INFORMATION AND SPONSORSHIP OPPORTUNITIES, CONTACT:
Ryan Abell at rabell@hbma.org or 202-367-2315