



Spring ¹⁴

Educational Executive Symposium

MONDAY–WEDNESDAY

APRIL 7-9, 2014

WALDORF ASTORIA NAPLES
NAPLES, FLORIDA

new

INTRODUCING

a new program format,
focused on helping executives
plan for their organization's future
success at the strategic level.

EXHIBITOR PROSPECTUS



Invitation



The Healthcare Billing and Management Association invites you to join us for the Spring 2014 Educational Conference on April 7–9 at the Waldorf Astoria Naples. Take this opportunity to realign yourself with past colleagues and establish new relationships. Doing business within HBMA really does pay off!

BENEFITS OF EXHIBITING WITH HBMA:

- Generate business opportunities and revenue for the future
- Network and build relationships
- Gain exposure to conference attendees during unopposed exhibit hours
- Receive the pre-conference mailing list of attendees, available only to exhibitors
- Publish detailed descriptions of your product or service in the program's exhibitor directory
- Utilize numerous sponsorship opportunities to increase your visibility

REGISTER EARLY!

Only a limited number of Exhibit Booth Spaces are available! www.hbma.org

WALDORF ASTORIA NAPLES

475 Seagate Drive, Naples, Florida 34103
Room Reservations: 1-888-722-1270
www.waldorfastorianaples.com



Experience a peaceful sanctuary in Naples. A warm, effortless level of hospitality greets you at the Waldorf Astoria Naples. This inviting beach property sets the standard for treating guests and families to endless activities, incredible nearby sights, and an unmatched level of service and attention. Rediscover this unique Florida resort and indulge in a truly special getaway. The resort, located on 23 manicured acres along the Gulf of Mexico and adjacent to miles of natural mangrove estuary, is just waiting to be explored! It is also just minutes from designer shopping, family attractions, the Caribbean Gardens at Naples Zoo, and the Florida Everglades. Experience the welcoming comfort and playful vibe of Waldorf Astoria Naples – a stunning beach resort, offering the ideal combination of authentic service in a relaxed modern environment.

The Waldorf Astoria Naples is offering HBMA guests a special rate of \$199 plus tax for single or double occupancy. This includes the Resort Package, which includes a daily welcome beverage, a beach chaise and towels, and 10% off the following: Spa, Tennis, Kayak Rental, Pool Cabana, and Kids Club. Reservations should be made well before the cut-off date of March 5, 2014 at 12:00 AM EST.

Reservations can also be made via the Internet using the personalized online group page on the meeting calendar at www.hbma.org.

EXHIBITOR EVENTS

MONDAY, APRIL 7

11:00 am – 4:00 pm
Exhibitor Move-In

1:00 – 5:00 pm
President's Welcome –
General Session

Exhibitor Introductions and
Acknowledgment

5:00 – 7:00 pm
Exhibit Hall Grand Opening
and Reception

TUESDAY, APRIL 8

9:30 – 10:30 am
Exhibits and Morning
Refreshment Break

3:00 pm – 4:00 pm
Exhibits and Afternoon
Refreshment Break

5:30 – 6:30 pm
Reception with Exhibitors

WEDNESDAY, APRIL 9

8:45 – 9:15 am
Exhibitor Only Wrap-Up Session

9:30 – 10:30 am
Final Exhibit Hall Break
and Drawings

10:30 am – 3:00 pm
Exhibitor Dismantle
and Move-Out

The HBMA Fall Conference offers **6 HOURS** of unopposed exhibit time.

Exhibitor Info

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

EXHIBIT SPACE AND BOOTH SELECTION

Fifty-nine 8'x10' booth spaces are available in the Royal Palm IV-VIII for the Spring 2014 conference. 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 Spring Educational Conference.

Exhibitor sign-ups will be accepted according to the schedule shown below. To pre-register as a conference sponsor, please call HBMA at (877) 640-4262 and ask for David Merli, Nicole Boland, or Stuart Lawry.

Please Note: To register before November 22, 2013, 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 November 22, 2013. We apologize for any inconvenience this may cause.

October 15 – November 1

Pre-Registration Open for **Sponsoring Companies Only**

November 4 – November 22

Online Registration Open for **Returning Exhibitors Only**

December 1 – March 7

Online 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 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 listed in the HBMA Conference Program Book with a brief description of the company or product and pertinent contact information. Twenty-four hour 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 credit card number, 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 **March 7, 2014**, a full refund, less a \$100 administration fee, will be made. No refund for cancellation will be made for requests postmarked after **March 7, 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 **no later than the first week of February, 2014**.

CONFERENCE PROGRAM BOOK INFORMATION

Your company service or product description will be included in the final Conference Program Book and will also be linked to the Conference Page on the Meeting Calendar of the HBMA website. Please provide a 700 word count, no spaces description that best represents the manner in which you want to promote your company. You can include this information as you are completing your online exhibitor registration. You may also email this description to cindy@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 cindy@hbma.org. **For best results, we request a vector EPS file or, if not available, then hi-res JPEG format. We cannot adequately reproduce Word document representations and are not able to use logos from websites.**



Events

REGISTER
EARLY!

EXHIBIT BOOTH SPACE IS LIMITED. DONT MISS OUT.

GRAND OPENING RECEPTION

MONDAY, APRIL 7

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 Friday 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 Friday morning.

TUESDAY, APRIL 8

Morning Break 9:30 – 10:30 am
Afternoon Break 3:00 – 4:00 pm Ice Cream

WEDNESDAY, APRIL 9

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

EXHIBITOR SHOWCASE AND RECEPTION

TUESDAY, APRIL 8 • 5:30 – 6:30 pm

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



EXHIBITOR WRAP-UP SESSION

WEDNESDAY, APRIL 9 • 8:45 – 9:15 am

HBMA welcomes each exhibitor to participate in this wrap-up session to discuss your experience of the 2014 Spring 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 2013 DRAWING

CASH PRIZE WORTH UP TO \$1475.00

HBMA will again offer a cash prize drawing for conference attendees based on their visitations to exhibitor booths. The winner will receive \$25 for each stamp received from an exhibiting company on their game card. With 59 booths, the potential prize money is worth \$1470.00. The drawing will take place on Thursday evening prior to the off-site event. Participants must be present to win.



EXHIBITOR CHECKLIST AND DEADLINES

OCTOBER 15 – NOVEMBER 1

Pre-Registration Open for Sponsoring Companies Only

NOVEMBER 4 – NOVEMBER 22

Online Registration Open for Returning Exhibitors Only

DECEMBER 1 – MARCH 7

Online Registration Open for All

FEBRUARY 24

- Exhibitor service kits sent by PME Expo via email

MARCH 5

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

MARCH 7

- 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

Enjoy

A TRUE NAPLES EXPERIENCE ○○○○○○

Naples is the crown jewel of Southwest Florida, nestled on the sun drenched beaches of the Gulf of Mexico. Naples is known for world class shopping, dining, and abundant, challenging golf courses. It is also only steps away from island seclusion or the untamed tropical wilderness of The Everglades. Boasting one of the nation's best sandboxes and calmest seas, Naples makes a splash with water lovers and recreationists. Friendly parks beckon sports enthusiasts and picnickers with lovely green spaces and recreational facilities. Naples is located on the Gulf of Mexico in Southwest Florida

Explore the possibilities at www.naples-florida.com.



GETTING HERE AND AROUND ○○○○○○

The Fort Myers – Southwest Florida International Airport (RSW) is a convenient choice at just 32 Miles (35 minutes) to the resort. There is also a smaller airport, the Naples Municipal Airport (APF), just seven miles (10 minutes) northwest of the property. Fort Lauderdale International Airport (FLL) is 110 miles (1 hour, 40 minutes) west.

Relax knowing that getting to and from the airport is taken care of! Dolphin Transportation, the preferred transportation partner, provides a variety of professional limousine services and friendly, suited drivers.

Luxury Sedan 2–3 passengers

Sport Utility 4–5 passengers

Passenger Van 9–11 passengers

Limousine 4–9 passengers

Mini Coach 30–33 passengers

Motor Coach

Rates by passenger are also available (vehicle dependent upon availability)

For more information or for reservations, please contact our Transportation, Activities, and Tours desk at 239-594-6330 or iroman@dolphintransportation.com.



NEW AND EXCITING

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 Naples, Florida!

★ PLATINUM LEVEL

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
- An oversized poster 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 the three company representatives
- The HBMA National Office will send a push notification prior to the conference

Keynote Sponsor \$10,000

- A 4' by 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
- Private lunch with the keynote speaker and HBMA leadership
- 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

★ GOLD LEVEL

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

- An oversized poster 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

Conference Bags \$7,000
+ Company name and logo printed on conference bag

Badge-Holder Neck Wallets \$7,000
+ Company name and logo printed on neck wallets

Key Cards \$7,000
+ 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.

NEW AND EXCITING

Sponsorship Opportunities

★ SILVER LEVEL

All Silver Level Sponsors receive the following benefits:

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

Closing Session Speaker (Bill Finerfrock)	\$5,000
E-Lounge in Foyer Registration Area	\$5,000
-(Includes laptop computers, internet connection, and printing kiosk)	
Networking Lunch	\$5,000
+ Company representatives invited to attend this lunch session and brief introduction	
Branded Water Stations and Water Bottles	\$5,000
Pre-Conference Sessions (two available)	\$4,000
First Timer / New Member Breakfast	\$4,000
+ Company representative invited to attend this breakfast session	
+ Opportunity to briefly introduce your company during the breakfast	
Thursday Afternoon Ice Cream Break (Ice-cream purchase extra)	\$3,000
Conference Mobile App (6 available) (Includes rotating banner on conference mobile app)	\$1,500

MOBILE APP

Advertising Opportunities

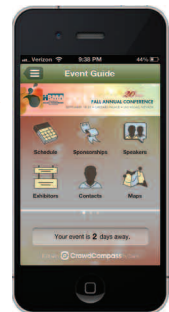
WITH THE HBMA 2013 FALL CONFERENCE MOBILE APP!

ROTATING BANNER ADVERTISING..... \$1,500

Get Your Company name and logo in front of all conference attendees for one month prior to, during, and after the Spring Educational 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

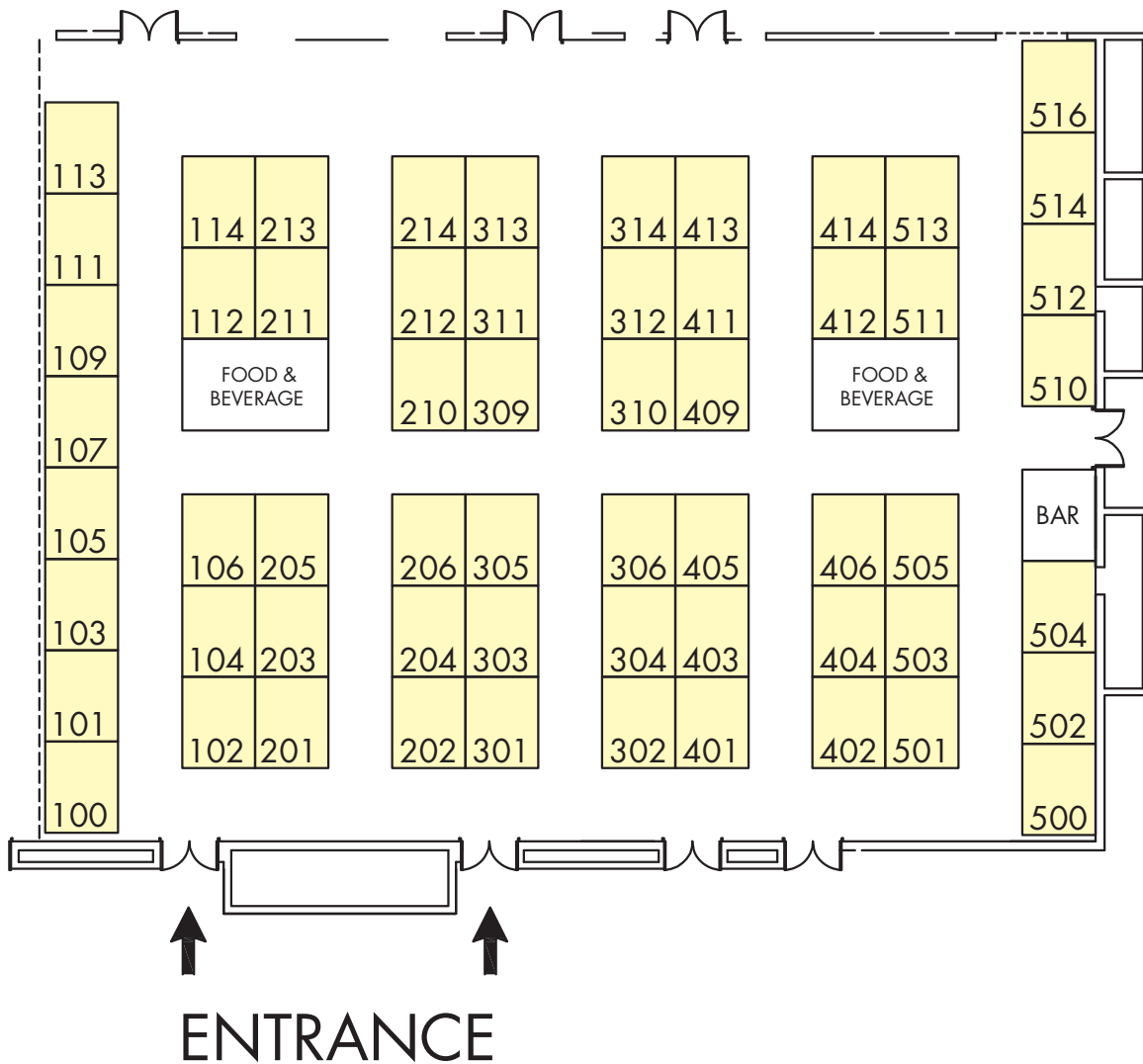
Note: Your logo artwork is due to the HBMA national office by **February 10, 2014**. Images need to be supplied in PNG format at 640x150 px, 72 dpi.



**FOR SPONSORSHIP AND ADVERTISING OPPORTUNITIES CONTACT:
DAVID MERLI, NICOLE BOLAND, OR STUART LAWRY AT 877-640-4262**

Exhibitor Floorplan

WALDORF ASTORIA NAPLES • NAPLES, FLORIDA



Register online at www.hbma.org or mail the enclosed completed application form.

FOR SPONSORSHIP OPPORTUNITIES CONTACT:

David Merli, Nicole Boland, or Stuart Lawry at 877-640-4262

Important Exhibitor Reminders

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

- **All exhibits must be fully set by 4:00 pm on Monday, April 7, 2014.** After this time, HBMA reserves the right to use any empty space in a way that will compliment 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 10:30 am on Wednesday, April 9.** 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:
Melissa Huston 877-640-4262
mhuston@hbma.org



APPLICATION AND CONTRACT TO EXHIBIT

EXHIBITOR GUIDELINES/RULES AND REGULATIONS

THE CONTRACT AND APPLICATION TO EXHIBIT

The Contract/Application for space, the formal notice of space assignment by HBMA and the full payment of all booth fees together constitute a contract to the right to use space. HBMA reserves the right to assign and reassign the exhibit space allotted each contract as it deems necessary.

ASSIGNMENT OF BOOTH SPACE • SELF-SELECTION PROCESS

HBMA is offering you as an Exhibitor the opportunity to select your own location in the Exhibit Hall. The Exhibit Hall floor plan with booth numbers will be available online. Please make your selection of booth location at the time you submit your application to exhibit. Please note that once you have selected your booth, it may not be possible to change your location.

TERMS OF PAYMENT

You are urged to submit your application early. Full payment must accompany the completed application. Checks must be in US Funds, drawn on a US bank, payable to HBMA.

BOOTH SPACE CANCELLATION/REDUCTION OF SPACE

Notification of cancellation or reduction of booth space must be in writing. Cancellations sent via fax will be accepted at 202-367-2177. Cancellations received by March 7, 2014 will be subject to a \$100 administrative fee. No refund will be made for cancellation requests received after March 7, 2014.

USE OF DISPLAY SPACE

All distribution and demonstration of promotional materials must be confined to the perimeters of the exhibitor's booth. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. Attention-getting devices in the form of entertainment or demonstrations of non-product items or services must be approved in advance in writing by HBMA. Any devices that project sound must be tuned to conversation level. Sharing of booth space is prohibited. Vendors may have the opportunity to have a special promotion at their booth with approval of HBMA.

Food and beverage products, including but not limited to alcoholic beverages, may not be distributed by exhibitors unless agreed upon and under contract with HBMA. Small bowls of candy are allowed.

Distribution of literature, samples, etc. by firms that are NOT participating in the technical exhibit is prohibited. Violation of this "suitcasing" policy will subject the offender to immediate dismissal from the conference. Evidence of violation of this rule should be reported immediately to an HBMA representative.

STANDARDS FOR EXHIBITING

As a courtesy to participants and fellow exhibitors, exhibiting companies must open their exhibit on time and staff the booth at all

times during the exhibit hours. No packing of equipment or literature, or dismantling of exhibits is permitted until the exhibit show closing.

Unethical conduct or infraction of rules on the part of the exhibitor or his representative, or both, will subject the exhibitor or his representative to dismissal from the exhibit hall, in which event it is agreed that no refund will be made by HBMA. Other actions may subsequently be taken upon review of the violation by the association.

No functions, entertainment, or social events may be scheduled to conflict with conference program hours, exhibit hours or social events held over the conference dates. Functions sponsored independently by Exhibitors at the conference site to which attendees are invited must receive prior written approval from HBMA.

LIABILITY

The Healthcare Billing and Management Association (HBMA), its officers, directors, agents and employees cannot guarantee against loss, theft, damage or injury connected with the exhibitor's participation in the exhibition.

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the use of the exhibition premises. The exhibitor agrees to indemnify, hold harmless and defend HBMA, The Waldorf Astoria Naples, and their respective employees and agents from any and all such losses, damages and claims. Hotel will not be responsible or liable for any loss, damage or claims arising out of exhibitor's activities on the Hotel's premises except for any claims, loss or damages arising directly from the hotel's own negligence. HBMA will not be responsible or liable for any loss damage or claims arising out of the exhibitor's activities on the premises except for any claims, loss or damages caused by or resulting from the negligence of HBMA, its officers, directors, agents or employees.

Exhibitors understand that neither HBMA nor The Waldorf Astoria Naples maintain insurance covering exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

CONTRACTUAL AGREEMENT

It is expressly understood that in leasing and using space in the exhibit hall, the exhibitor agrees to abide by all rules and regulations; moreover, that HBMA in accepting the application for space, agrees to furnish ordinary facilities and services as enumerated in this agreement.

Any points not covered above, or elsewhere on these pages, or in HBMA Exhibit Rules & Regulations, incorporated herein by reference, are subject to a settlement by the management (HBMA). HBMA reserves the right to change or modify any rule or regulation, or any specification therein, when deemed advisable and to the best interest of the association.



APPLICATION AND CONTRACT TO EXHIBIT

Reserve your exhibit space online at www.hbma.org or return this form with payment to:
 HBMA • 9002 Solution Center • Chicago, IL 60677-9000 • 877-640-4262 • 202-367-2177

EXHIBITOR INFORMATION	<p>CONFERENCE PROGRAM LISTING</p> <p>Exhibiting Organization _____</p> <p>Primary Contact _____ Title _____</p> <p>Address _____</p> <p>City, State, Zip _____</p> <p>Telephone Number () _____ Fax () _____</p> <p>E-mail Address _____ Website _____</p> <p>LOGISTICAL CONTACT (for Service Kits, Booth Assignments, Other Correspondence)</p> <p>Name _____ Title _____</p> <p>Address _____</p> <p>City, State, Zip _____</p> <p>Telephone Number () _____ Fax () _____</p> <p>E-mail Address _____</p> <p>BADGE INFORMATION: List all Company Representatives Attending the Conference (at right)</p> <p>Exhibiting companies receive 2 (two) complimentary registrations per paid booth. One additional person may be registered for a fee of \$300. Limit of 3 (three) representatives per booth.</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p>
------------------------------	---

SPACE REQUIREMENTS	<p>Booth Size 8' x 10' Rates for Exhibit Space are:</p> <p>HBMA Vendor Affiliate . . . \$1,995.00 per booth</p> <p>HBMA Member #: _____</p> <p>Non-Member Fee \$2,495.00 per booth</p> <p><i>Exhibitors submitting this application online can immediately confirm booth selection. If returning this via fax or mail, please include 3 booth preferences. HBMA recommends you submit your application early. All applications will be processed on a first-come, first-served basis.</i></p> <p><i>Booth Preferences:</i> 1. _____ 2. _____ 3. _____</p>
---------------------------	--

PAYMENT MUST BE SUBMITTED WITH APPLICATION TO EXHIBIT

TERMS OF AGREEMENT	<p>Company Service/Product Description and Logo. Email to dmerli@hbma.org: Due February 7, 2014</p> <p><i>HBMA reserves the right to edit type to conform to format and length limit as necessary.</i></p> <p>Exhibit Booth Rental \$ _____</p> <p>Additional Representative @ \$300 each \$ _____</p> <p>Sponsorship Contribution \$ _____</p> <p style="text-align: right;">TOTAL ENCLOSED \$ _____</p> <p><input type="checkbox"/> Enclosed is check made payable to "HBMA" Check# _____ Amount Paid \$ _____</p> <p><input type="checkbox"/> We understand and agree to abide by the HBMA Code of Ethics (see page 12)</p> <p><input type="checkbox"/> We agree to comply with the Terms & Conditions and HBMA Exhibit Rules & Regulations (see page 13)</p> <p><input type="checkbox"/> We are interested in sponsorship opportunities. Please contact us.</p> <p><input type="checkbox"/> We will attend the Networking Luncheon. There will be ____ people attending.</p> <p><input type="checkbox"/> We will participate in the Exhibitor Wrap-Up Session. There will be ____ people attending.</p> <p><input type="checkbox"/> Please check here if you have special needs, including dietary.</p> <p>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 March 7, 2014, the liability of the association shall be limited to the refunding of the amount of rental paid, less a \$100 administrative fee. Cancellation by the exhibitor after that date will result in forfeiture of the required 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.</p>
---------------------------	---

FOR EXHIBITOR INFORMATION AND SPONSORSHIP OPPORTUNITIES, CONTACT:
 David Merli, Nicole Boland, or Stuart Lawry at 877-640-4262

HBMA Code of Ethics

*As an HBMA Member and/or an Exhibitor participating in an HBMA event,
I agree to abide by these principles and pledge to:*

- Exercise sensitive professional and moral judgment in all business activities
 - Act in a way that will honor the public interest and demonstrate a commitment to professionalism and competence
 - Perform all business activities with the highest sense of integrity
 - Maintain objectivity and avoid any conflict of interest
 - Exercise care and diligence in providing services
 - Maintain confidentiality of patient and client information
 - Strive to comply with all relevant Federal, State and Local laws and regulations
 - Refrain from making misleading or false statements about professional qualifications, experience, performance or results that can be achieved
-

Healthcare Billing & Management Association

2025 M Street, NW, Suite 800

Washington, DC 20036

877-640-4262 • 202-367-2177

www.hbma.org

