



EXHIBITOR INFORMATION

REGISTER TODAY FOR THE 2011 EHR SUMMIT!

Exhibitor Registration Fees

- **HBMA Member**
 - Exhibits Only **\$1995**
 - Demo Sessions **\$ 995**

- **Non—Member**
 - Exhibits Only **\$2495**
 - Demo Sessions **\$ 995**

The Summit Exhibit Show is open to vendors that offer products & services to medical billing companies.

The Individual Friday Demo Sessions are only available to those vendors offering EHR products & services.

The Summit offers 4.5 hours of unopposed exhibit time. There are six 1 Hour Sessions scheduled for Individual Demos on Friday.

Register today at www.hbma.org

Plan now to join HBMA for the 3rd Annual EHR Summit in Scottsdale Arizona this fall.

Don't miss this opportunity to promote your products and services to 100 + attendees from medical billing companies across the nation.

This 3-day event offers General Sessions as well as concurrent sessions that address five levels of EHR adoption. The Vendor Demonstration Sessions on Friday have been designed to accommodate Summit participants that are interested in viewing a variety of systems offered. Each Demo Session is limited to ten (10) participants.



THE TALKING STICK RESORT

With world class gaming, gourmet dining, first-rate entertainment, more than 100,000 square feet of function space, 497 luxurious guest rooms and a state-of-the-art spa, the Talking Stick Resort promises to be the jewel of the Arizona desert.

Talking Stick Resort offers the luxuries of a resort while providing guests with options for unmatched entertainment. In addition to relaxing in one of the 497 guest-rooms, guests enjoy several upscale amenities including rejuvenating open-air Spa at Talking Stick, five world-class restaurants, seven entertainment lounges, a 240,000 square foot casino, full-service pool, two championship golf courses, and more than 100,000 square feet of indoor/outdoor function space.

Relax in the 13,000 square foot rejuvenation center The Spa at Talking Stick. Located on the 14th floor the open-air spa features 11 private massage rooms, steam baths, relaxation serenity lounges and a 24-hour fitness facility.

Talking Stick Resort is a short 15 minutes from Phoenix Sky Harbor Airport. The resort is offering HBMA guests special rates of \$139, plus tax, single/double occupancy. Included is complimentary wireless Internet in guest rooms, meeting space and public areas,; complimentary self & valet parking; and access to the fitness center.

Reservations: 866-877-9897

We recommend you make your hotel reservations well before the cut-off date of October 25, 2011.

SCHEDULE

WEDNESDAY, NOVEMBER 16

8:00am–5:00pm EHR Newcomers Session
 11:00am–4:00pm Exhibitor Move-In
 5:00pm–6:30pm Exhibits & Reception

THURSDAY, NOVEMBER 17

8:00am–10:00am Keynote: Ron Sterling
 10:00am–10:30am Break with Exhibitors
 10:30am–12:00pm Concurrent Sessions
 Vendor Selection
 Medical Legal Considerations
 12:00pm–1:00pm Lunch
 1:00pm–3:00pm Concurrent Sessions
 An Insiders Perspective
 Training for Meaningful Use
 3:00pm–4:00pm Break with Exhibitors
 4:00pm–5:30pm Arizona REC & Consultant
 5:30pm–7:00pm Exhibits & Reception

FRIDAY, NOVEMBER 18

8:00am–9:15am Concurrent Sessions
 1. Topic 1–Margaret Amatayakul
 2. Vendor Evaluation
 3. Demo Session #1
 9:15am–10:30am Concurrent Sessions
 1. Topic 2–Margaret Amatayakul
 2. Moderated Roundtable Discussions
 3. Demo Session #2
 10:30am–10:45am Break
 10:45am–12:00pm Concurrent Sessions
 1. Topic 3–Margaret Amatayakul
 2. Moderated Roundtable Discussions
 3. Demo Session #3
 12:00pm–1:00pm Lunch
 1:00pm–2:15 pm Concurrent Sessions
 1. Topic 4–Margaret Amatayakul
 2. Moderated Roundtable Discussions
 3. Demo Session #4
 2:15pm–2:30pm Break
 2:30pm–3:45pm Concurrent Sessions
 1. Topic 5–Margaret Amatayakul
 2. (TBD)
 3. Demo Session #5
 3:45pm–5:00pm Concurrent Sessions
 1. Topic 6–Margaret Amatayakul
 2. (TBD)
 3. Demo Session #6

Please see Summit Brochure for session descriptions.

SPONSORSHIP OPPORTUNITIES

HBMA is pleased to offer a variety of sponsorship opportunities to increase your visibility:

Title Sponsorship.....\$10,000
 Includes Flash Drives & Pocket Guide
 Receptions.....\$5,000
 Two available
 Lunches.....\$5,000
 Two available
 Badge-Holder Neck Wallets.....\$2,500
 Includes company logo
 Key Cards.....\$2,500

For further information, contact
 Cindy Rounds or Gail Sunshine
 877-640-4262

EXHIBIT SPACE & BOOTH SELECTION

Twenty-five booth spaces are available in Salt River Grand Ballroom 4. The 8 feet deep by 10 feet wide booths are arranged with 16 booths against the perimeter walls with the remaining booths in the center of the room.

For this event, HBMA will assign booth spaces. As you are completing your registration, please make note of any specific companies you prefer to be separated from. HBMA will provide the completed floor plan with booth assignments to you in advance of the show.

Exhibitor Services

PME Expo Services
 4630 S. Kirkman Road, Suite 128
 Orlando, FL 32811
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 Fax: (407) 656-7234
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