



FALL 2012

ANNUAL CONFERENCE

WEDNESDAY - FRIDAY

SEPTEMBER 12-14, 2012

GAYLORD NATIONAL RESORT &
CONVENTION CENTER ON THE POTOMAC

EXHIBITOR PROSPECTUS



INVITATION



GAYLORD NATIONAL RESORT & CONVENTION CENTER

201 Waterfront Street
National Harbor, MD 20745
Room Reservations: 301-965-4000
www.gaylordhotels.com



Gaylord National Resort & Convention Center is a total destination resort offering an exciting and unique venue for the HBMA Fall 2012 Conference. Situated on 41 acres, the Gaylord features 2000 guestrooms, world-class meeting facilities, 6 restaurants, a nightclub, retail shopping, a full service spa and fitness center, and indoor/outdoor swimming pool. The resort has spectacular views of the Potomac River and Old Town Alexandria. The signature architectural feature is the hotel's massive 18 story, glass-enclosed barrel-vaulted atrium.

The Gaylord is the cornerstone of National Harbor, a 300-acre waterfront destination offering tree-lined promenades with scores of the region's most exciting destinations for shopping and dining. This expansive waterfront includes dynamic marinas, electrifying outdoor concerts, interactive art and other signature events, all within steps of the historic Potomac River.

The Gaylord is offering HBMA guests special rates of \$229, plus tax, single/double occupancy. A daily resort fee of \$15, plus tax, covers several in-room amenities, including high speed internet access, fitness center access, and designated complimentary in-room beverages. Reservations should be made well before the cut-off date of Friday, August 10, 2012.

Gaylord National Airport Shuttle to Reagan National Airport (DCA)

With Washington, D.C. in sight and Reagan National Airport 15 minutes away, Gaylord National is centrally located and simple to reach. Gaylord National is now proud to offer an exclusive, express shuttle to and from Reagan National Airport (operated by SuperShuttle). This convenient new service will depart every twenty minutes from Gaylord National's front door to Reagan National Airport, and every twenty minutes from the Reagan National Airport baggage claim. Reservations are recommended, but tickets also will be available from the SuperShuttle desk, located on the lower level of the airport, near baggage claim.

Daily Shuttle Schedule 6:00 a.m. - 8:00 p.m.
*Ticket Prices \$19 one way, \$38 per person, round trip
\$85 for exclusive van service, booked in advance
(* Ticket prices subject to change. Please call ahead to verify current prices)
Reservations 24 hr Reservations: 1-800-660-8000
Online reservations www.supershuttle.com/Sales/Gaylord.aspx

Dulles and Baltimore Washington International Airports are an easy 45-minute drive away, and shuttle or car service can be arranged through the hotel concierge.

EXHIBITOR EVENTS

WEDNESDAY, SEPTEMBER 12

12:30 pm – 4:30 pm
Exhibitor Move-In

1:00 pm – 1:45 pm
President's Welcome –
General Session
Exhibitor Introductions and
Acknowledgment

5:30 pm – 7:30 pm
Exhibit Hall Grand Opening &
Reception

THURSDAY, SEPTEMBER 13

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

12:30 pm – 2:00 pm
Membership Meeting,
Awards Presentations, &
Vendor Appreciation Luncheon
(Optional)

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

5:30 pm – 6:30 pm
Exhibits, Reception, &
Silent Auction

7:00 pm – 10:00 pm
Off-site Event (Optional)

FRIDAY, SEPTEMBER 14

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

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

10:30 am – 2:00 pm
Exhibitor Dismantle/Move-Out

1:00 pm – 5:00 pm
Designated Exhibitor
Demonstrations (Optional)

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

EXHIBITOR INFORMATION



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 & BOOTH SELECTION

Fifty-nine 8' x 10' booth spaces are available in the Potomac Ballroom for the fall 2012 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 national conference this fall.

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 Cindy Rounds or Gail Sunshine.

Please Note: To register before July 23, 2012, 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 July 23, 2012. We apologize for any inconvenience this may cause.

June 18 – July 3

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

July 5 – July 20

Online Registration Open for **Returning Exhibitors Only**

July 23 – August 10

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 feet deep by 10 feet 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. **Note:** Exhibit space pricing does not include any materials such as (but not limited to) additional tables, furnishings, electrical, etc. 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 **August 10, 2012**, a full refund, less a \$100 administration fee, will be made. No refund for cancellation will be made for requests postmarked after **August 10, 2012**.

EXHIBITOR SERVICES

PME Expo Services
 4630 S. Kirkman Road, Suite 128, Orlando, FL 32811
 Phone (407) 654-0749 • Fax (407) 656-7234
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 last week of August, 2012**.

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 one or two paragraphs that best represent 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 Illustrator or Freehand EPS files 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.**

EXHIBITOR EVENTS



GRAND OPENING RECEPTION

WEDNESDAY, SEPTEMBER 12

The Grand Opening Reception is a primary social and networking event for all conference participants. This exceptional evening is packed with interaction. 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 & 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.

THURSDAY, SEPTEMBER 13

Morning Break 9:30 – 10:30 am

Afternoon Break 3:00 – 4:00 pm

FRIDAY, SEPTEMBER 14

Morning Break & Exhibitor Raffle

. 9:30 – 10:30 am

EXHIBITOR SHOWCASE, RECEPTION & SILENT AUCTION

THURSDAY, SEPTEMBER 13 • 5:30 – 6:30 pm

This year's HBMA annual fundraiser will culminate in the close of bidding for silent auction items during the Thursday night reception. We invite your contribution to the auction. Thursday's reception also offers additional sponsorship opportunities. Up to twelve exhibiting companies may choose to sponsor a display to be set-up near your booth. Reception display selections include Antipasto Displays, Artisanal Cheese Displays, Gourmet Spreads Displays and Tortilla Chips Displays. Three branded beer & wine bar sponsorships are also available.

EXHIBITOR WRAP-UP SESSION

FRIDAY, SEPTEMBER 14 • 8:45 – 9:15 am

HBMA welcomes each Exhibitor to participate in this wrap-up session to discuss your experience of the 2012 Fall Exhibitor Program. We value your input and remain dedicated to improving the effectiveness of our conferences and exhibit hall programs. Continental Breakfast will be available.

HBMA 2012 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. The drawing will take place during the break on Friday morning. Participants must be present to win.



EXHIBITOR CHECKLIST & DEADLINES

EXHIBIT BOOTH SPACE IS LIMITED. DON'T MISS OUT.

JUNE 18 – JULY 3

Pre-Registration Open for Sponsoring Companies Only

JULY 5 – JULY 20

Online Registration Open for Returning Exhibitors Only

JULY 23 – AUGUST 10

Online Registration Open for All

AUGUST 10

- Hotel Reservations Cut-Off Date
- 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

AUGUST 20

- Final List of Exhibit Personnel
- Exhibitor Service Kits sent by PME Expo via email
- Conference Attendee List Sent by HBMA via email

EXHIBITOR DEMONSTRATIONS

FRIDAY, SEPTEMBER 14 • 1:00 – 5:00 PM

FOR EXHIBITING COMPANIES ONLY • SPACE IS LIMITED TO 20 VENDORS



The Vendor Demonstration Sessions on Friday afternoon have been designed to accommodate conference participants that are interested in viewing a variety of products and services offered for their medical billing business. This is your opportunity to host a targeted demonstration to a select audience that has expressed a direct interest in what you have to offer. Each demo session is allocated one hour and participation is limited to ten (10) attendees per session.

REGISTRATION FEES:

- \$500. . . . HBMA Corporate Partner
- \$1000. . . . Non-HBMA Exhibitor

Note: In the case where no conference attendees sign up for your demonstration, HBMA will grant a full refund of your demo event registration fee.



CONFERENCE EVENTS

ANNUAL MEMBERSHIP MEETING

THURSDAY, SEPTEMBER 13 • 12:00 – 12:30 PM

You do not want to miss this update as leadership shares the great progress HBMA has made over the past year! Join us during this business meeting where an Annual Report will be provided, the Annual Elections will take place, and an overall state of business will be presented.



AWARDS & VENDOR APPRECIATION LUNCHEON

(OPTIONAL EVENT)

THURSDAY, SEPTEMBER 13 • 12:30 – 2:00 PM

Join the celebration! HBMA invites you to join us as we come together to recognize those individuals whose contributions to our association and our industry have been outstanding. You won't want to miss this very special event and the opportunity to network and enjoy culinary delights as we honor our exhibitors along with the best and brightest individuals within our community.

Note: This is a ticketed event. You must sign-up in advance to participate.

OFF-SITE EVENT

THURSDAY, SEPTEMBER 13

7:00 – 10:00 PM

Bobby McKey's Dueling Piano Bar
172 Fleet Street, National Harbor, MD

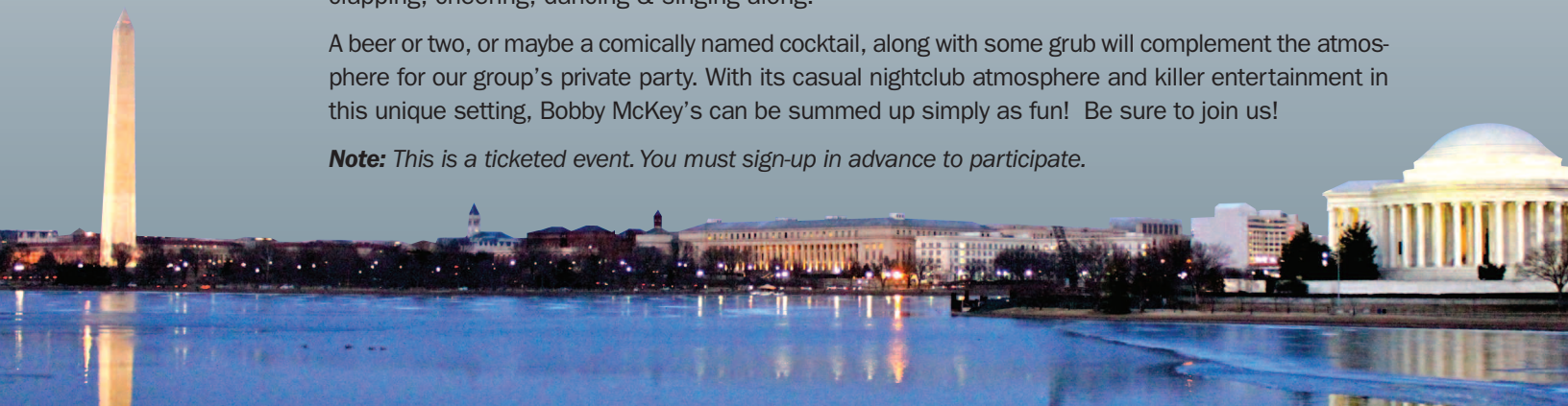
Bobby McKey's is the Washington DC area's first and only dueling piano bar. A locally owned and operated establishment in National Harbor, the venue offers a unique, energetic and highly interactive dueling piano show that showcases the talents of the performers. This is a place where you can leave your cares at the door, have fun and become part of the show!

Two large pianos face each other; two highly talented men sing iconic tunes, bang on the keys and flirt with the audience. Audience participation is a must! To help create a more dynamic show, you will be encouraged to participate in "stage commands" like clapping, cheering, dancing & singing along.

A beer or two, or maybe a comically named cocktail, along with some grub will complement the atmosphere for our group's private party. With its casual nightclub atmosphere and killer entertainment in this unique setting, Bobby McKey's can be summed up simply as fun! Be sure to join us!

Note: This is a ticketed event. You must sign-up in advance to participate.

Sponsored by





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 our members and industry professionals. We look forward to your continued support and to seeing you in Maryland this fall.



Ask for details on our new conference mobile app sponsorships!

FOR SPONSORSHIP OPPORTUNITIES CONTACT:

**Gail Sunshine or
Cindy Rounds
at (877) 640-4262**

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.

★ PLATINUM LEVEL

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

- Banner link on HBMA website conference registration page
- Rotating banner on the HBMA Conference App
- Full-page advertisement, inside cover of Conference Program Book
- Prime choice of exhibit booth space
- Complimentary registration for the third company representative

Title Sponsor \$15,000

- Flash drives with all conference materials downloaded and engraved with your logo
- Oversized poster in the General Session Ballroom and in all business track session rooms
- Introduction by HBMA President at the Opening General Session

Visit to the Hill Sponsor \$15,000

- Recognition signage for all Hill Day functions, breakfast, lunch, sessions, bus, etc.
- Introduction during the Hill Visit Briefing Session

★ GOLD LEVEL

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

- Oversized poster displayed throughout the conference
- Full page advertisement in the Conference Program Book
- Prime choice of exhibit booth space
- Complimentary registration for the third company representative

Off-Site Event – Bobby McKeys Dueling Piano Bar **SOLD!** \$10,000
+ Souvenir giveaway and opportunity to greet participants at the event

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

First Timer-New Member Lunch \$7,000
+ Company representative invited to attend this lunch session
+ Opportunity to briefly introduce your company during the luncheon

Key Cards \$7,000
+ Company name and logo printed on hotel key cards

EHR Educational Track \$7,000
+ Recognition signage at all EHR Track Sessions

★ SILVER LEVEL

All Silver Level Sponsors receive the following benefits:

- Company name and logo imprinted on sponsored item where applicable
- Recognition poster displayed throughout conference
- Recognition in the Conference Program Book and Conference App

“E-Lounge” \$5,000
(Includes laptop computers, internet connection, and printing kiosk)

Branded Water Stations & Water Bottles \$5,000

Program Pocket Guide \$4,000

Branded Bar for Opening Reception (3 available) \$3,500

Branded Bar for Thursday Reception (3 available) \$3,500

Thursday Afternoon Ice Cream Break (Ice-cream purchase extra) \$3,000

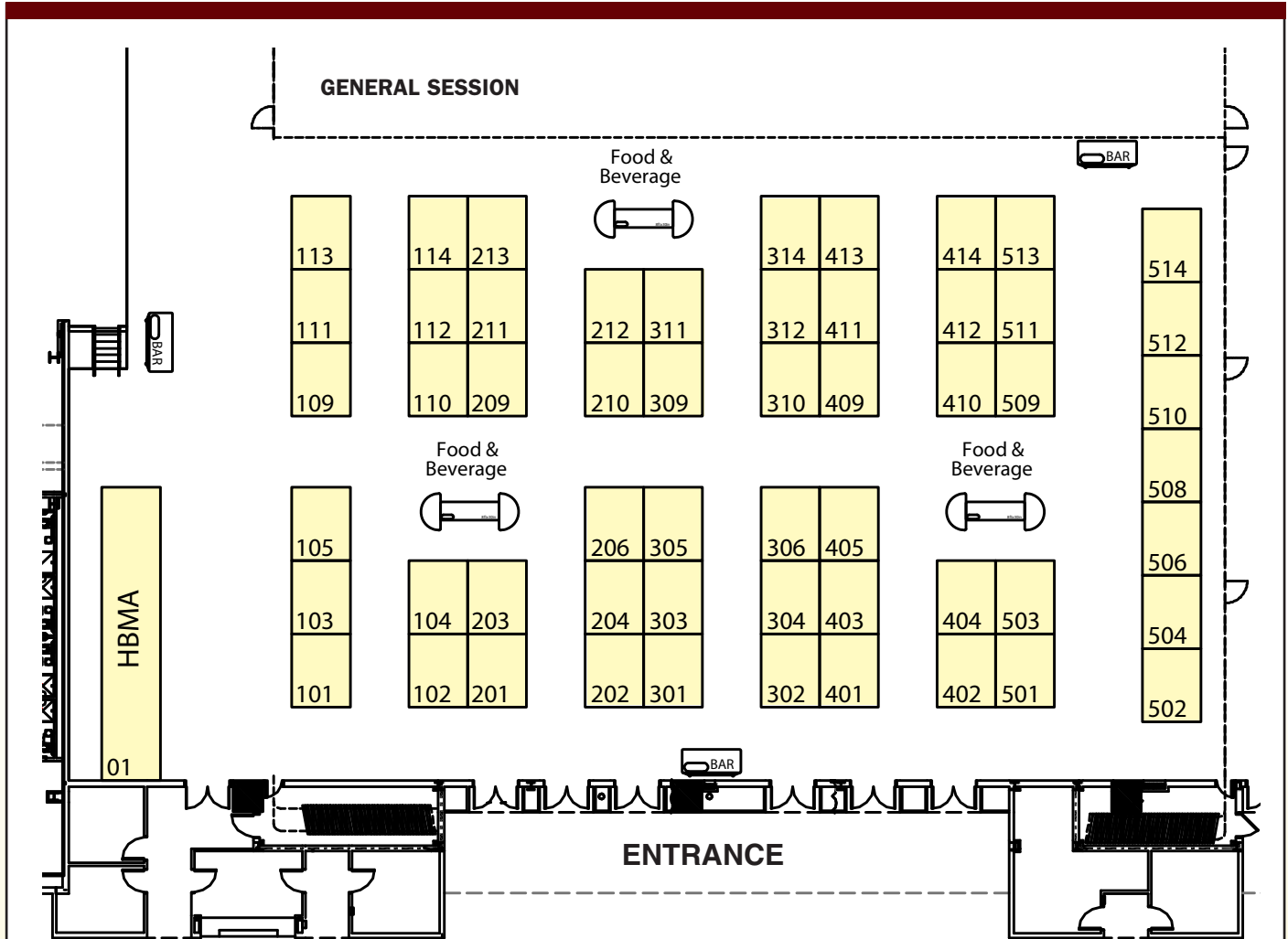
Display Station for Thursday Reception (12 available) \$1,500

Conference Mobile App (4 available) (Includes rotating banner) \$1,500



EXHIBITOR FLOORPLAN

GAYLORD NATIONAL HOTEL • NATIONAL HARBOR, MARYLAND



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

FOR SPONSORSHIP OPPORTUNITIES CONTACT:

Gail Sunshine or Cindy Rounds at (877) 640-4262



APPLICATION & CONTRACT TO EXHIBIT

Reserve your exhibit space online at www.hbma.org or return this form with payment to:

HBMA • 1540 S. Coast Hwy, Suite 203 • Laguna Beach, CA 92651 • (877) 640-4262 • Fax (949) 376-3456

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 _____ Web site _____</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 <u>all</u> 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 cindy@hbma.org: Due August 10, 2012</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>Vendor Demo Fee \$ _____</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"/> Credit Card <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express</p> <p>Credit Card# _____ Exp. Date _____</p> <p>Authorized Signature (required) _____ Date _____</p> <p><input type="checkbox"/> We understand and agree to abide by the HBMA Code of Ethics</p> <p><input type="checkbox"/> We agree to comply with the Terms & Conditions & HBMA Exhibit Rules & Regulations</p> <p><input type="checkbox"/> We are interested in sponsorship opportunities. Please contact us.</p> <p><input type="checkbox"/> We will participate in the Off-Site Event. There will be _____ people attending.</p> <p><input type="checkbox"/> We will attend the Business Meeting/Awards 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><small>It is agreed that this application and 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 August 10, 2012, 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.</small></p>

FOR EXHIBITOR INFORMATION AND SPONSORSHIP OPPORTUNITIES, CONTACT:

Gail Sunshine (gail@hbma.org) or Cindy Rounds (cindy@hbma.org) at 877-640-4262



APPLICATION & 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 949-376-3456. Cancellations received by August 10, 2012 will be subject to a \$100 administrative fee. No refund will be made for cancellation requests received after August 10, 2012.

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, Gaylord National, 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 Gaylord National 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.

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

1540 South Coast Hwy, Suite 203

Laguna Beach, CA 92651

(877) 640-4262 • Fax (949) 376-3456

www.hbma.org



IMPORTANT EXHIBITOR REMINDERS

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

- **All exhibits must be fully set by 4:30 PM on Wednesday, September 12, 2012.** 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 Friday, September 14.** 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 & presentations be confined to the assigned booth space.** Demonstrations should be straightforward, 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. Materials, equipment and floral presentations in the front 5 feet of the display that exceed 48" from the ground must not create an obstruction that prevents clear view of neighboring exhibits. The HBMA rule of thumb in evaluating obstructions is the ability to stand at one end of an aisle and have a clear view of the space above 4' in the front 5 feet of all booths in that aisle.
- **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:

Gail Sunshine, CMP, HBMA Conference Director

(800) 869-9295 • gail@hbma.org