

The HBMA logo is positioned at the top center of the page. It consists of the letters 'HBMA' in a bold, white, sans-serif font, with a dark teal horizontal bar behind the letters 'H' and 'B'.

HBMA

FALL ANNUAL CONFERENCE

A red, ribbon-style banner with a slight curve, containing the year '2011' in white, serif font.

2011



SEPTEMBER 14-16, 2011

THE BELLAGIO LAS VEGAS

EXHIBITOR PROSPECTUS



FALL ANNUAL CONFERENCE

SEPTEMBER 14-16, 2011



THE BELLAGIO LAS VEGAS

INVITATION

The Healthcare Billing and Management Association invites you to join us for the Fall 2011 Annual Conference September 14 – 16 at the Bellagio Las Vegas. 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
- Pre-conference mailing list of attendees available only to exhibitors
- Exhibitor directory published in final program with detailed descriptions of your product or service
- Numerous sponsorship opportunities to increase your visibility



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

BELLAGIO LAS VEGAS

3600 Las Vegas Boulevard South • Las Vegas, NV 89109
Room Reservations: 888-987-6667 • www.bellagio.com



Bellagio is a European-inspired masterpiece situated in the center of the Las Vegas Strip. This AAA Five-Diamond resort boasts an 8-acre lake, home to the Fountains of Bellagio, a glorious spectacle of dancing streams choreographed to elevating music and majestic lighting.

Lavish guest rooms, award-winning restaurants and highly personalized service add the right touches. A stay at the Bellagio would be incomplete without a visit to the Zen-influenced, 65,000-square-foot Spa & Salon Bellagio. Nineteen dining establishments run the gamut from French to Mediterranean to Italian to steak and seafood cuisine and round out Bellagio's culinary offerings.

For nightlife, an enticing mix of bars and lounges or the exhilarating Casino may spark your interest. Via Bellagio offers an unparalleled collection of fine shops and boutiques with the Via Fiore Shops, Pool Promenade Shops and Lobby Shops also at hand. Take a moment to appreciate the Conservatory and Botanical Gardens or visit the Bellagio Gallery of Fine Art.

The Bellagio is offering HBMA guests special rates of \$169, plus tax. A daily resort fee of \$10, plus tax includes: unlimited high speed and wireless internet access, unlimited local and toll-free telephone calls; full access to the fitness center; complimentary airline boarding pass printing at the hotel Business Services Center.

Reservations should be made before the cut-off date of Friday, August 12, 2011.

EXHIBITOR EVENTS

WEDNESDAY, SEPTEMBER 14

11:00 am – 4:00 pm
Exhibitor Move-In

1:00 pm – 1:30 pm
President's Welcome –
General Session
Exhibitor Introductions and
Acknowledgment

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

THURSDAY, SEPTEMBER 15

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

12:00 pm – 1:30 pm
HBMA Business Meeting &
Awards Luncheon (Optional)

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

5:30 pm – 6:30 pm
Exhibitor Hosted Wine &
Cheese Reception

FRIDAY, SEPTEMBER 16

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

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



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THE BELLAGIO LAS VEGAS

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 & BOOTH SELECTION

Sixty 8'x 10' booth spaces are available in the Bellagio Ballroom for the fall 2011 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 25, 2011, 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 25th. We apologize for any inconvenience this may cause.

June 15 – June 30

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

July 5 – July 22

Online Registration Open for **Returning Exhibitors Only**

July 25 – August 12

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 12, 2011**, a full refund, less a \$100 administration fee, will be made. No refund for cancellation will be made for requests postmarked after **August 12, 2011**.

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 second week of August, 2011**.

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.**



FALL ANNUAL CONFERENCE

SEPTEMBER 14-16, 2011



THE BELLAGIO LAS VEGAS

EXHIBITOR EVENTS



GRAND OPENING RECEPTION

WEDNESDAY, SEPTEMBER 14

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 & 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 15

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

FRIDAY, SEPTEMBER 16

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

EXHIBITOR HOSTED WINE & CHEESE RECEPTION

THURSDAY, SEPTEMBER 15 • 5:30 – 6:30 PM

Each exhibitor is invited to provide a sampling of wine (average one to two bottles) for this always-popular event. Wine and glasses will be available at your exhibit for you to serve guests who visit your booth. HBMA will provide the Cheese Displays. Wine must be ordered from the enclosed wine list.



EXHIBITOR WRAP-UP SESSION

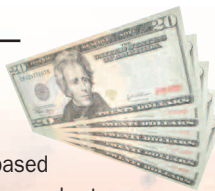
FRIDAY, SEPTEMBER 16 • 8:45 – 9:15 AM

HBMA welcomes each Exhibitor to participate in this wrap-up session to discuss your experience of the 2011 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 2011 DRAWING

CASH PRIZE WORTH UP TO \$1500.00

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 60 booths, the potential prize money is worth \$1500.00. The drawing will take place during the Wine & Cheese Reception on Thursday evening. Participants must be present to win.



EXHIBITOR CHECKLIST & DEADLINES

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

JUNE 15 – JUNE 30

Pre-Registration Open for Sponsoring Companies Only

JULY 5 – JULY 22

Online Registration Open for Returning Exhibitors Only

JULY 25 – AUGUST 12

Online Registration Open for All

AUGUST 12

- 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
- Final Wine Orders Due to HBMA
- Cancellation Deadline

AUGUST 22

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



www.hbma.org



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THE BELLAGIO LAS VEGAS

SPECIAL EVENTS

ANNUAL BUSINESS MEETING

THURSDAY, SEPTEMBER 15 • 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 LUNCHEON

(OPTIONAL EVENT)

THURSDAY, SEPTEMBER 15 • 12:30 – 1:30 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 the best and brightest within our community.

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

MAKING A DIFFERENCE – FUNDRAISING AUCTION

ONLINE AND ONSITE

HBMA will launch its second annual online silent auction with Bidding for Good. In addition to auction items, the online auction also features a “Donate an Item” button as well as a way to donate cash for those interested in contributing to the cause. High online bids roll-over as opening bids on silent auction items being offered during the conference in Las Vegas this fall.

We welcome your donations and, of course your bids. HBMA will donate 50% of the proceeds to the victims of the natural disasters – the floods & tornadoes that have been so devastating this year. **Let the bids begin!**

WHEN IN VEGAS

In Las Vegas there are things to see and do on every corner, at every hour of the night and day. The city continues to capture the world's imagination as the destination where anything is possible, attracting more than 38.9 million visitors a year. In addition to gaming and unmatched entertainment, Las Vegas offers attractions and activities for all ages:



- **Shoppers Paradise** – one of the premium world-class shopping destinations in the country
- **Fields of Green** – sixty plus golf courses put Vegas on the map for golf connoisseurs
- **Relax and Recharge** – the most luxurious and varied spa experiences anywhere
- **World-Class Cuisine** – gourmet restaurants and unparalleled wine & food adventures
- **Sizzling Nightlife** – variety of night spots from elaborate clubs to “ultra lounges”
- **Outdoor Recreation** – some of the world's most beautiful mountain & canyon landscapes
- **Culture** – from highbrow to kitschy, a well-rounded offering of art and culture

Explore the possibilities at www.visitlasvegas.com

GETTING HERE AND GETTING AROUND

Getting around in Las Vegas is actually quite easy. With plenty of taxi cabs throughout the city, public transit options such as the Las Vegas Monorail and The Deuce double-decker buses, you can navigate the strip without a rental car.

If you're arriving in Las Vegas by air, you will most likely fly into McCarran International Airport. Taxi cabs are available in the East side of Baggage Claim and airport personnel are available on the taxi curb to assist passengers. A variety of shuttle and limousine services can be located on the West side of baggage claim. Visit www.mccarran.com for ground transportation information.



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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 Las Vegas!.

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

- Title Sponsor** \$15,000
- Banner Link on HBMA Website Conference Registration Page
 - Flash Drives with all conference materials downloaded and engraved with your logo
 - Oversized Poster in the General Session Ballroom
 - Full-page advertisement, inside front cover of Conference Program Book
 - Prime choice of Exhibit Booth Space
 - Introduction by HBMA President at the Opening General Session
 - Complimentary registration for the third company representative

★ 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

- Exhibit Hall Grand Opening Reception** \$10,000
- + Opportunity to Greet Participants at the entrance door for the Opening Reception
 - + Cocktail drink napkins with your logo
 - + Bars branded with your logo

- Conference Bags** \$7,000
- + Company Name & Logo printed on Conference Bag

- Badge-Holder Neck Wallets** \$7,000
- + Company Name & 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

★ 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

- Keynote Session Speaker (Dave Jakielo)** \$5,500

- Closing Session Guest Speaker (Eddie Williams)** \$5,500

- "E-Lounge" In Foyer Registration Area** \$5,000
(Includes Laptop Computers, Internet Connection & Printing Kiosk)

- Branded Water Stations & Water Bottles** \$5,000

- Program Pocket Guide** \$4,000

- Monday Afternoon Ice Cream Break (Ice-Cream Purchase Extra)** \$3,000



FALL ANNUAL CONFERENCE

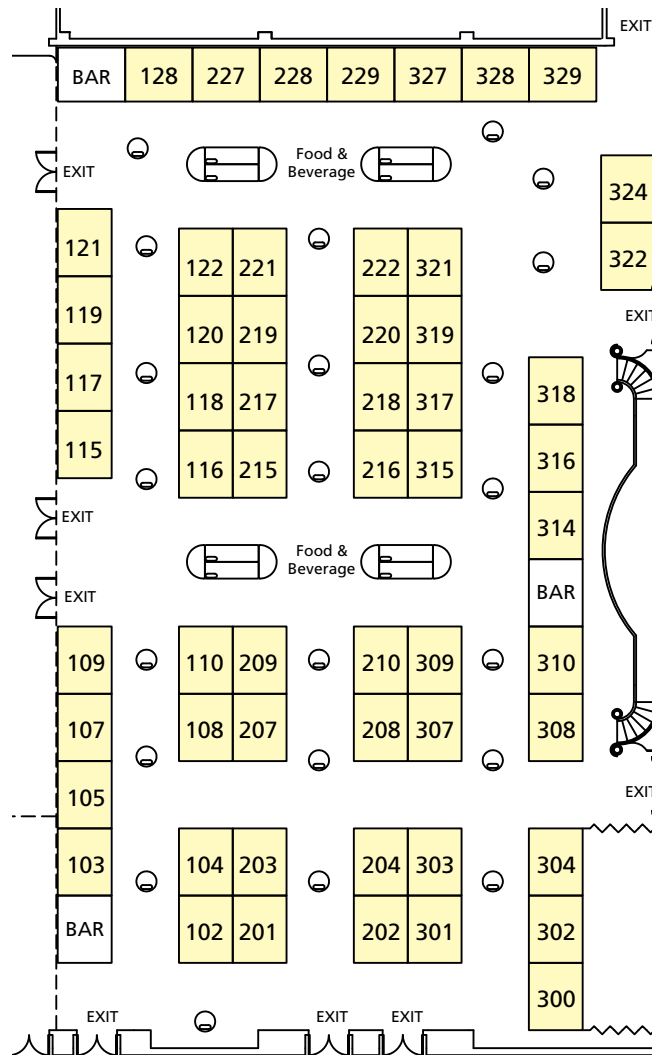
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THE BELLAGIO LAS VEGAS

EXHIBITOR FLOORPLAN

BELLAGIO LAS VEGAS • BELLAGIO BALLROOM



ENTRANCE

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



FALL ANNUAL CONFERENCE

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THE BELLAGIO LAS VEGAS

WINE ORDER FORM

The Exhibitor hosted Wine Tasting event will be held on Thursday, September 15 from 5:30 – 6:30 pm. Each exhibitor is invited to provide a sampling of wine to be served to guests who visit your booth. HBMA will provide hors d'oeuvres. Wine must be ordered from this list. Please return this order form with your payment to HBMA by August 12, 2011, to participate in this event.

WHITE WINES

		Price	Quantity	Total
01	Chardonnay, Acacia, Carneros	\$57.50	_____	\$ _____
02	Chardonnay, Merryvale "Starmont", Napa	\$70.70	_____	\$ _____
03	Chardonnay, Ferrari-Carano	\$81.00	_____	\$ _____
04	Sauvignon Blanc, Honig, Napa.	\$61.50	_____	\$ _____
05	Sauvignon Blanc, Robert Mondavi, Napa	\$73.25	_____	\$ _____
06	Pinot Blanc, Chalon, Monterey.	\$80.00	_____	\$ _____
07	Pinot Gris, MacMurray Ranch, Russian River	\$59.00	_____	\$ _____
08	Riesling, Woolaston, Nelson, New Zealand.	\$64.00	_____	\$ _____
09	Riesling, Trimbach, Alsace.	\$69.50	_____	\$ _____

RED WINES

10	Merlot, Columbia Crest "Grand Estates"	\$57.50	_____	\$ _____
11	Merlot, Rodney Strong, Sonoma	\$65.50	_____	\$ _____
12	Merlot, St. Francis, Sonoma	\$76.00	_____	\$ _____
13	Pinot Noir, MacMurray Ranch, Sonoma	\$61.50	_____	\$ _____
14	Pinot Noir, A to Z, Oregon	\$70.00	_____	\$ _____
15	Cabernet Sauvignon, B.R. Cohn, Sonoma.	\$82.50	_____	\$ _____
16	Cabernet Sauvignon, Louis Martini, Napa.	\$77.00	_____	\$ _____
17	Barbera d'Asti, Michele Chiarlo, Piedmont	\$59.00	_____	\$ _____
18	Malbec, Layer Cake, Argentina	\$63.50	_____	\$ _____
19	Syrah, Robert Hall, Paso Robles	\$62.00	_____	\$ _____
20	Shiraz, Ross Estate "Lights Out" Barossa Valley.	\$67.25	_____	\$ _____
21	Zinfandel, Edmeades, Mendocino	\$70.00	_____	\$ _____
22	Chianti Classico Riserva, Monsanto, Tuscany.	\$83.00	_____	\$ _____

CHAMPAGNE & SPARKLING WINES

30	Domaine Ste. Michelle Brut.	\$56.25	_____	\$ _____
31	Nino Franco Prosecco "Rustico" Italy	\$61.50	_____	\$ _____
32	Scharffenberger Brut, Mendocino	\$68.00	_____	\$ _____
33	Roederer Estate Brut, Anderson Valley	\$82.40	_____	\$ _____

COMPANY NAME: _____

TOTAL \$ _____

BOOTH # _____

Prices are inclusive of 21% service charge and 8.1% sales tax

RETURN THIS FORM AND YOUR PAYMENT TO:

HEALTHCARE BILLING AND MANAGEMENT ASSOCIATION

1540 S. Coast Hwy, Suite 203 • Laguna Beach, CA 92651

(877) 640-4262 • FAX (949) 376-3456





2011 FALL ANNUAL CONFERENCE



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

CONFERENCE PROGRAM LISTING

Exhibiting Organization _____
 Primary Contact _____ Title _____
 Address _____
 City, State, Zip _____
 Telephone Number () _____ Fax () _____
 E-mail Address _____ Web site _____

LOGISTICAL CONTACT (for Service Kits, Booth Assignments, Other Correspondence)

Name _____ Title _____
 Address _____
 City, State, Zip _____
 Telephone Number () _____ Fax () _____
 E-mail Address _____

BADGE INFORMATION: List all Company Representatives Attending the Conference (at right)

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.

1. _____
 2. _____
 3. _____

SPACE REQUIREMENTS

Booth Size 8' x 10' Rates for Exhibit Space are:

HBMA Vendor Affiliate . . . \$1,995.00 per booth
 HBMA Member #: _____
 Non-Member Fee \$2,495.00 per booth

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.

Booth Preferences: 1. _____ 2. _____ 3. _____

PAYMENT MUST BE SUBMITTED WITH APPLICATION TO EXHIBIT

TERMS OF AGREEMENT

Company Service/Product Description and Logo. Email to cindy@hbma.org: Due August 12, 2011

HBMA reserves the right to edit type to conform to format and length limit as necessary.

Exhibit Booth Rental \$ _____
 Additional Representative @ \$300 each \$ _____
 Sponsorship Contribution \$ _____
 Wine Order (total amount due and enclose wine order form) \$ _____

TOTAL ENCLOSED \$ _____

Enclosed is check made payable to "HBMA" Check# _____ Amount Paid \$ _____
 Credit Card Visa MasterCard American Express
 Credit Card# _____ Exp. Date _____
 Authorized Signature (required) _____ Date _____

- We understand and agree to abide by the HBMA Code of Ethics.
- We agree to comply with the Terms & Conditions & HBMA Exhibit Rules & Regulations
- We are interested in sponsorship opportunities. Please contact us.
- We will attend the Business Meeting/Awards 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 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 12, 2011, 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.

FOR EXHIBITOR INFORMATION AND SPONSORSHIP OPPORTUNITIES, CONTACT:

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



2011 FALL ANNUAL CONFERENCE



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 12, 2011 will be subject to a \$100 administrative fee. No refund will be made for cancellation requests received after August 12, 2011.

USE OF DISPLAY SPACE

All distribution and demonstration of promotional materials must be confined to the perimeters of the exhibitor's booth. 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 and produce sound levels of no more than 60 decibels. 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, Bellagio Las Vegas, 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 or Bellagio Las Vegas 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.



FALL ANNUAL CONFERENCE

SEPTEMBER 14-16, 2011

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THE BELLAGIO LAS VEGAS

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





FALL ANNUAL CONFERENCE

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THE BELLAGIO LAS VEGAS

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 Wednesday, September 14, 2011.** 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 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 & 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.
- **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:

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