



# EXHIBITOR/SPONSORSHIP PROSPECTUS

## Managed Care Compliance Conference

February 12–14, 2012

Scottsdale, AZ | DoubleTree Resort

For more information, call HCCA at 888-580-8373  
or visit us online at [www.hcca-info.org](http://www.hcca-info.org)

# Sponsorship & Exhibiting Overview

Take advantage of HCCA sponsorship, exhibiting, and/or advertising opportunities, and prepare to:

- Heighten your credibility through close association with the premier health care compliance association
- Develop relationships with new prospects and strengthen ties with existing clients
- Differentiate your company from your competition and traditional marketing methods
- Gain high visibility and name recognition

## Exhibiting and Sponsorship Pricing

Table-top exhibit display	\$1,000
Silver Sponsor	\$2,000 or more
Gold Sponsor	\$4,000 or more
Platinum Sponsor	\$6,000 or more



## Exhibitor Details

6' draped table	✓
Two chairs	✓
Wastebasket	✓
Online logo and company description (75 words max) on the conference website	✓
Two exhibit staff badges ( <i>exhibit area only access</i> )	✓

## Sponsorship Details

	Silver	Gold	Platinum
Post-conference attendee list for a one-time mailing	✓	✓	✓
Online logo and company description (75 words max) on the conference website	✓	✓	✓
On-site company description in the Program at a Glance (75 words max)	✓	✓	✓
Complimentary conference registrations	1	2	3
Company name/logo displayed on the conference website	✓	✓	✓
Complimentary ad placement on "Take One" table		✓	✓
Recognition during the opening General Session			✓
Company name/logo displayed on the conference binder			✓
Company name/logo displayed on the conference brochure			✓
Company name/logo displayed inside the conference brochure	✓	✓	
Pre-conference attendee list for a one-time mailing			✓
Company name/logo on all conference e-mail correspondence			✓

# Sponsorship Opportunities

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## Conference Bags

Canvas bags imprinted with your company name and logo will be carried by all conference attendees.

**\$6,000**

## Networking Luncheon

A lunch will be provided for all attendees, and your company name will be displayed throughout the lunch area.

**\$5,000**

## Notepads

Notepads will be inserted into the attendee conference bag. Notepads will have logo and company web site and contact information listed on pads.

**\$5,000**

## Continental Breakfasts

A continental breakfast will be provided for all attendees, and your company name will be displayed throughout the breakfast area.

**\$4,000**

## Networking Reception

A networking reception will be held to include all conference attendees. Signage will be displayed throughout the reception area.

**\$4,000**

## Hotel Room Keys

Get your name in the hands of all attendees with your company logo imprinted on conference hotel room keys.

**\$4,000**

## Conference Program CD

Speaker presentations on CD-ROM with your logo printed on the CD. The CD is given to all attendees and is available post-conference.

**\$3,000**

## Refreshment Breaks

Your company name will be displayed throughout the refreshment break area.

**\$2,500**

## Badge Holder Lanyards

All registrants will wear your name, Web site, and phone number around their necks.

**\$2,000**

## Pocket Schedules

Your company name, logo, and a short message will be displayed on the back cover of our pocket schedules; and your company logo will also appear on the front of the schedule. The pocket schedule is a convenient way for attendees to review the agenda as they hurry to the next session.

**\$2,000**

## Session Room Signage

Every session room in the hotel will have signage indicating which session is in that room. Have your logo and booth number at the bottom of these signs that every attendee will study.

**\$2,000**

# Exhibit for Maximum Exposure

## Exhibitor Set-up

### Sunday, February 12, 2012

Set-up.....1:00–5:00 PM

## Exhibitor Viewing Hours

### Monday, February 13, 2012

Continental Breakfast.....7:15–8:15 AM

Break .....10:00–10:15 AM

Lunch.....11:15 AM–12:15 PM

Break .....1:15–1:45 PM

Break .....2:45–3:00 PM

Networking Reception.....5:30–6:30 PM

### Tuesday, February 14, 2012

Continental Breakfast.....7:15–8:15 AM

Break .....10:30–11:00 AM

Lunch.....12:00–1:00 PM

## Exhibitor Teardown

### Tuesday, February 14, 2012

Teardown.....1:00–2:00 PM

## Hotel Accommodations

DoubleTree Resort  
by Hilton Paradise Valley-Scottsdale  
5401 North Scottsdale Road  
Scottsdale, AZ 85250

Hotel accommodations are not included in your registration fee. When making your reservations, please indicate that you are with the Health Care Compliance Association. The room block may sell out prior to the hotel cut-off date of Friday, January 27, 2012; please plan accordingly.

Room Rates: \$169.00 single or double occupancy.

Reservations: To make your reservations, you will have two options:

Please call the DoubleTree Resort by Hilton Paradise Valley-Scottsdale toll free reservation number at 1-800-222-TREE(8733).

(or)

Make your reservations online by clicking on the link below:  
<http://hcca-info.org/2012ManagedCareHotel>

## Rent a Table-Top Display in the Exhibit Area

You will get maximum exposure when renting a table-top display! All breakfast and breaks will be held in the Exhibit Area on Monday and Tuesday, as well as the reception on Monday evening.

Table-top display rental.....\$1,000  
Add'l personnel ..... \$200/ea

Each table-top display rental receives one 6' draped table, two chairs and a wastebasket. Two exhibitor personnel are allowed for each booth.

*Additional information will be provided upon receipt of your application and payment. Times are subject to change and will be confirmed prior to the event.*

## Terms and Conditions

1. Booth Information: Each exhibiting company will receive a post-conference attendee list for a one-time mailing.
2. Assignments: Assignments will be made on a first-come, first-served basis.
3. Payment: A 50% deposit is required for each booth space ordered. Remaining balance must be paid no later than January 4, 2012.
4. Failure to Occupy: Space not occupied by the close of installation (unless previous written arrangements were made) will be forfeited by the exhibitor. HCCA may resell, reassign or use the space. If display equipment is available, HCCA may choose to have the exhibit erected at the exhibitor's expense. The exhibitor in not relieved of the obligation to pay the full exhibit price.
5. Meeting Cancellation: It is mutually agreed that in the event of cancellation of HCCA's Managed Care Compliance Conference due to acts of God, war, terrorism, natural disaster, strikes, civil disorder, curtailment of transportation government regulations, or other emergencies making it inadvisable, illegal or causes which would prevent its scheduled opening or continuance, then and thereupon, this agreement will be terminated and the CEO of the HCCA shall determine an equitable basis for the refund of such consideration of expenditures and commitments already made.
6. Cancellation of Exhibit Contract: HCCA must be notified of exhibitor cancellation in writing. A cancellation fee of \$350 per contract for space will be charged to an exhibitor who cancels their contract before January 4, 2012. No refunds will be made after this date.
7. Fire Protection: All exhibits must conform to fire laws, health regulations, electrical codes, and other ordinances of the local fire department. All materials used in the exhibit hall must be flameproof and fire resistant. All materials are subject to the inspection of the local fire department and their regulations shall govern. Any exhibits or parts thereof found not to be fireproof may be ordered dismantled. Enclosed ceilings are not permitted in the exhibit hall. The hotel reserves the right to dismantle any exhibit it feels does not conform to the fire laws, health regulations, electrical codes, and other ordinances of the local fire department.
8. Liability: It is understood that each party involved—HCCA, hotel, and the exhibitor—agrees to be responsible for any claims arising out of their own negligence or that of their employees or agents. In addition, each party agrees to be responsible for their own property through insurance or self-insurance, and shall hold harmless the other parties for any and all damage caused by theft and those perils normally covered by fire and extended coverage policy.
9. Certificate of Insurance: HCCA does not provide insurance for exhibitor's property. Exhibitor must insure their exhibit materials, goods, and/or equipment against theft, damage by fire, accident or loss of any kind.
10. Promotion during Conference: Exhibitors are reminded not to place brochures, stickers, signs, posters or marketing materials anywhere other than within their own booth space. Likewise, exhibitors' representatives are not allowed to distribute brochures, invitations, etc, anywhere than within their exhibit space. This is unfair to the other Exhibitors and an inconvenience to visitors.
11. Infringement of Common Areas: All equipments, promotional material, furniture or exhibits are to be placed within the perimeters of Exhibitor's own booth/space. Exhibitors are NOT allowed to put up any posters or promotional material in common areas; eg: pillars, walls, partitions, panel, tables, etc.

# SPONSORSHIP APPLICATION

## HCCA's Managed Care Compliance Conference

February 12-14, 2012 | Scottsdale, AZ | DoubleTree Resort

### Contact Information (please print)

Company Name

Address

City

State

Zip

Phone

Fax

E-mail

Contact Person

Contact Person's Title

Authorized Signature

### Sponsorship Opportunities

- Conference Bags ..... \$6,000
- Networking Luncheon ..... \$5,000
- Notepads ..... \$5,000
- Networking Reception ..... \$4,000
- Continental Breakfast Monday ..... \$4,000
- Continental Breakfast Tuesday ..... \$4,000
- Hotel Room Keys ..... \$4,000
- Conference Program CD ..... \$3,000
- Refreshment Breaks Monday ..... \$2,500
- Refreshment Breaks Tuesday ..... \$2,500
- Badge-Holder Lanyards ..... \$2,000
- Pocket Schedules ..... \$2,000
- Session Room Signage ..... \$2,000

Cost \$ \_\_\_\_\_

### Sponsor

- Platinum  Gold  Silver  Bronze

Cost \$ \_\_\_\_\_

### Booth Rental

- Exhibitor (Includes 2 exhibitor personnel)

Booth rental \_\_\_\_\_ @ \$1,000 \$ \_\_\_\_\_

Add'l personnel \_\_\_\_\_ @ \$200 \$ \_\_\_\_\_

On-site person(s):

Please list any companies you would rather not be near:

### Billing Information

Total Amount \$ \_\_\_\_\_

- Check enclosed

- Charge my credit card:  AMEX  Visa  MC

Account Number

Date

Name on Card

Signature

50% deposit is required for all options chosen.  
Balance must be paid in full by January 4, 2012.  
Exhibitor/sponsorship fees are non-refundable.

### Make check payable to:

Health Care Compliance Association

### Please return completed form with payment to:

Jodi Erickson Hernandez

Health Care Compliance Association

6500 Barrie Road, Suite 250

Minneapolis, MN 55435

Fax: 952-988-0146 • Phone: 888-580-8373

E-mail: [jodi@hcca-info.org](mailto:jodi@hcca-info.org)