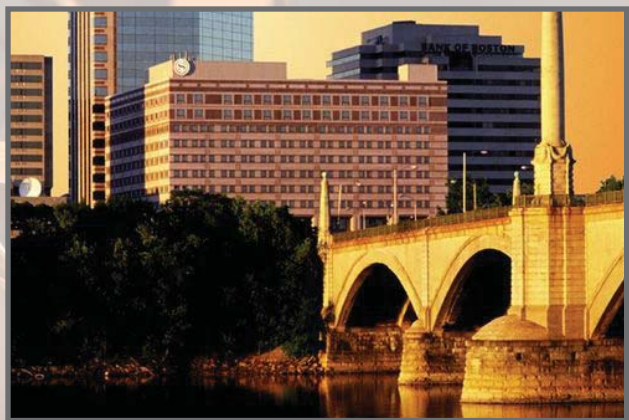




American Academy of
Professional Coders

2010 Springfield, MA



Exhibitor Prospectus

Regional Coding Conference
October 7–9, 2010

Exhibitor & Sponsor Opportunity

**AMERICAN ACADEMY OF PROFESSIONAL CODERS REGIONAL CONFERENCE
SHERATON SPRINGFIELD MONARCH PLACE HOTEL
SPRINGFIELD, MASSACHUSETTS
OCT. 7–9, 2010**

Dear Exhibitor,

We invite you to exhibit at the AAPC Regional Conference at the Sheraton Springfield Monarch Place Hotel in Springfield, Massachusetts, October 7–9, 2010.

We are pleased to present this Call for Exhibits & Sponsors brochure, which includes booth information, the exhibit contract and sponsorship and advertising opportunities. Please review the AAPC Exhibit Deadline below for important dates. Please be sure to include your 50-word exhibitor description and logo when submitting your Exhibit Contract and payment.

Benefits of Exhibiting

- Reach a highly specialized audience of coding and compliance professionals
- Interact with key decision makers
- Maximize booth location. All sponsors and exhibitors will be located in the middle of all the action—strategically placed in a refreshment break area
- Over 6 hours of unopposed exhibiting time

Highlights

- Onsite program ads
- Exhibitors Marketplace
- Sponsorship Opportunities

Conference program ads are available. We offer full-page, four-color ads.

Exhibit Deadline

The deadline for exhibitor registration is September 10, 2010. Please reserve your booth early so your company information can be included in all the marketing materials!

All sponsorship and exhibitor opportunities are detailed in the enclosed brochure. If you have other questions, please direct them to me at 800-626-2633 ext. 191.

Thank you for considering the American Academy of Professional Coders Regional Conference in your annual marketing plans. We look forward to hearing from you!

Jamie Zayach, Sales Manager



Hotel Information

Sheraton Springfield Monrarch Place Hotel | Springfield, Massachusetts | 413-781-1010



2009 AAPC Las Vegas National Conference



Las Vegas Exhibit Hall

AAPC Conference Attendees

The AAPC

The AAPC is the nation's largest medical coding training and certification association for medical coders with over 86,000 members. The AAPC provides the following credentials to medical coders in physician offices, outpatient facilities and payer environments: Certified Professional Coder (CPC®), Certified Professional Coder – Hospital (CPC-H®), Certified Professional Coder – Payer (CPC-P®), Certified Professional Medical Auditor (CPMA®) and Certified Interventional Radiology Cardiovascular Coder® (CIRCC®) as well as many specialty-specific credentials. These credentials represent the industry-standard certifications for medical coding.

Attendee Profile

Professional medical coders perform a wide variety of job responsibilities and are diverse in their specialties. The common goal is upholding a higher standard for medical coders and the coding profession. AAPC members and attendees are employed throughout the health care and coding industry as:

- Claim reviewer
- Facility-based coder
- Physician-based coder
- Consultant
- Supervisor
- Reimbursement manager
- Compliance officer
- Compliance audit specialist
- Educator
- Insurance manager
- Medical records supervisor
- Office manager
- Coding manager
- Physician
- Practice administrator

AAPC members and regional conference attendees rely on current information, products and services to remain on the cutting edge within the rapidly growing coding environment. The exhibit hall at AAPC's regional conference provides every attendee with the opportunity to observe new products, publications, software, etc. and speak with your company's representatives face to face. AAPC conference attendees have repeatedly stated that they are interested in:

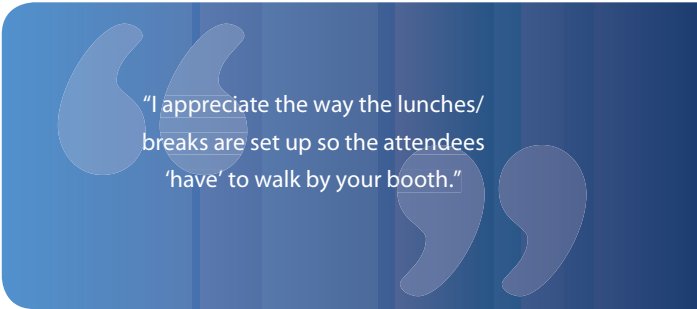
- Coding literature
- Instructional aids
- Billing services
- Training techniques
- Production efficiency
- Coding software
- Auditing services
- Higher education
- Training services
- Government regulations
- APCs
- CMS guidelines
- Periodicals
- Compliance issues

Why Exhibit With the AAPC?

AAPC conferences offer an opportunity for exhibitors to target the cream of the crop within the AAPC's membership. As an exhibitor, you will meet facility decision makers who have purchasing power for their respective companies. You will have their undivided attention as you demonstrate your product(s) and service(s). This will allow you to establish contacts, network and build relationships that would be difficult to achieve through traditional marketing channels.

Several exhibiting sessions are offered at each conference spread over each of the days. The sessions are all tied to attendee's scheduled meals provided exclusively in the exhibit hall, which greatly increases the traffic our exhibitors see to their booths.

Approximately 650 AAPC members attended the 2009 regional conference in Norfolk, Virginia. Those attending were health care professionals representing clinics, facilities, payers, physicians and consulting firms. Don't miss out on this opportunity to meet with coders, billers, payers, consultants, administrators and other health care professionals who may be interested in your company's products.



"I appreciate the way the lunches/breaks are set up so the attendees 'have' to walk by your booth."

Exhibitor Benefits

The AAPC conference offers over 6 hours of unopposed exhibiting time for your company to meet with more than 600 conference attendees. The exhibitor reception and scheduled meals are all provided directly in the exhibit hall to encourage attendees to visit with each of the exhibiting companies.

Each Table-Top Exhibit Space Includes:

- Two exhibitor name badges
- One complimentary registration to all of the educational sessions
- A six-foot table and two chairs
- Admission to all general sessions and the keynote presentation
- Opportunity to hold a prize drawing at your booth
- Discount on future conference exhibit fees and early booth selection

The AAPC offers many ways for exhibitors to announce their presence at the conference to our membership and attendees.

- Posting on the AAPC web site at www.aapc.com, including a hyperlink to your company's web site
- Complimentary listing in the conference program including booth number, company contact information, a 50-word description of your company's product(s)/service(s) and company logo
- Opportunity to purchase a pre- or postconference attendee mailing list for a one-time use

Conference Program Listing Deadline: September 10

All company descriptions, including contact information and company logo, must be submitted to Amy Evans at amy.evans@aapc.com by Sept. 10, 2010, in order to be included in the conference program.

Any exhibitor that fails to meet this deadline will only have their company's name and web site printed in the program.

Exhibit Hall Hours

Thursday – Oct. 7

6:30 - 8:30 p.m. – Get to Know Your Local Chapter Event
and Networking Welcome Reception
with attendees

Friday – Oct. 8

7:30 - 8:30 a.m. – Breakfast with attendees

11:45 a.m. - 1:30 p.m. – Lunch with attendees

Saturday – Oct. 9

7:30 - 8:30 a.m. – Breakfast with attendees

12:15 - 1:30 p.m. – Lunch with attendees

The AAPC is the nation’s largest training and certification association for medical coders with more than 89,000 members.

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The AAPC offers training, certification, employment resources and continuing education through local chapters, workshops, publications and conferences.

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The AAPC reaches an audience that includes professional billing and coding staff, university management, physicians, nurses, insurance payers, consultants, educators, accountants, and those dealing with legal issues associated with medical coding.



Sponsorship Opportunities

For increased exposure and impact, take advantage of one of the following sponsorship opportunities*:

Attendee Meals	\$500 + cost	(4 available)
Tote Bag	\$1,000	(2 available)
Conference Program Ad	\$500	(unlimited quantity)
Cyber Café	\$300	(6 available)
Name Badge	\$750	(1 available)
Pens	\$200	(1 available)

*Call Jamie Zayach at 800-626-2633 ext. 191 for details

Attendee Meals

All meals are in the exhibit hall. Your company will be in the limelight sponsoring any one of the conference's meal events. Sponsorship amount is \$500 plus the cost of any marketing materials you choose to distribute.

Tote Bag

A tote bag with your logo prominently displayed is perfect for carrying everything a coder needs. Your company will also be allowed to place a one page flyer or brochure inside each attendee welcome packet.

Co-sponsorship amount is \$1,000.

Conference Program

Placing a display advertisement in the conference program is a valuable way to alert attendees of your company's products and services. The area is 5.5" x 8.5" and will be printed in full color (CMYK color only). Sponsorship amount is \$500.

Cyber Café

Each computer screen you sponsor will display a screen saver of your company logo and a sign on top of the monitor. Your company will also be allowed to provide mouse pads and wrist guards with your company name and logo.

Co-sponsorship amount is \$300. Call for details on sole sponsorship.

Name Badge

Your company logo will be prominently displayed on the name badge holders which offer a place to store pens, cell phones, and other small items. Sponsorship amount is \$750.

Your Entrance into All Educational Sessions for One Includes:

- One complimentary conference registration including meals
- Company name and logo on conference item
- Event poster listing all sponsors posted at the registration desk
- Recognition in AAPC's conference program
- Company listing on AAPC's web site (www.aapc.com), including hyperlink
- Online buyer's guide
- Event poster displaying event sponsors
- One-time, post-conference mailing list of attendees

Sponsorship Deadline

All sponsors must submit their company logos to Amy Evans at amy.evans@aapc.com by September 10, 2010.

If artwork is not received by the above deadline, only the sponsor's company name will be placed on the appropriate conference item and signage.

All sponsors must submit their company logos in vector artwork with fonts converted to outlines. Artwork must be created in Illustrator CS4 (or lower formats), Corel Draw or Freehand. Fonts must be converted to outlines and saved as an eps file. Artwork created in PhotoShop, Microsoft Word, PowerPoint or other word processing programs cannot be used and will need to be recreated for an additional cost.



Exhibit Contract

2010 AAPC MASSACHUSETTS REGIONAL CONFERENCE

Exhibit Contract

Contact person _____
 Company _____
 Address _____
 City _____ State _____ Zip code _____
 Telephone (_____) _____ Fax (_____) _____
 Email _____
 Website _____

Table Top Rental Info

<input type="checkbox"/> Table top rental	\$995	\$ _____
<input type="checkbox"/> Exhibitor in booth attending educational sessions	@ \$150	\$ _____
<input type="checkbox"/> Additional exhibitor attending educational sessions	@ \$150	\$ _____
<input type="checkbox"/> Additional personnel (not attending educational sessions)	@ \$100	\$ _____
	Total	\$ _____

Badge Information—Name and Title

Two per table-top display—Each additional exhibitor is \$150 which includes meals and two general sessions. Substitutions made three weeks prior to conference must be made on-site for a charge of \$25.

1. _____
 2. _____
 3. _____
 4. _____

Sponsorship Opportunities

		Amount
Attendee Meals	\$500 + cost	\$ _____
Tote Bag	\$1,000	\$ _____
Conference Program Ad	\$500	\$ _____
Cyber Café	\$300	\$ _____
Name Badge	\$750	\$ _____

Make Check Payable to AAPC

Mail to:
American Academy of Professional Coders
Attn: Exhibitor Department
2480 South 3850 West, Suite B, Salt Lake City, UT 84120

Billing Information

Check Visa Discover MasterCard AmEx
 Credit Card # _____
 Expiration (mm/yyyy) ____ / ____ Amount \$ _____
 Name on Card _____
 Signature _____

A \$500.00 nonrefundable deposit is required for each booth.

Balance Due \$ _____

(Remaining Balance Due by September 10, 2010)

Email: jamie.zayach@aapc.com

Phone: 800-626-2633 ext. 191

Fax: 801-236-2258





A Prospectus for The American Academy of Professional Coders
2480 South 3850 West, Suite B
Salt Lake City, UT 84120

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Phone: 800-626-2633 ext. 191

Fax: 801-236-2258

www.aapc.com