

**HCCA**



**HEALTH CARE  
COMPLIANCE  
ASSOCIATION**

## EXHIBITOR/SPONSORSHIP PROSPECTUS

### ***CEIR RELEASES REPORT ON Cost Effectiveness of Exhibitions***

The Center for Exhibition Industry Research has unveiled a new study that shows a higher return on investment than many may have originally thought. The survey says the cost of initial face-to-face contact with a potential customer is \$215 if it is at an exhibition and \$1,039 if not.

**QUALITY  
OF CARE  
COMPLIANCE  
CONFERENCE**

**-AND-**

**PHYSICIAN  
PRACTICE  
COMPLIANCE  
CONFERENCE**

**October 11-13, 2009**

**Philadelphia, PA**

**Doubletree Hotel Philadelphia**

**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)	✓	✓	✓
Company name/logo displayed on conference signage	✓	✓	✓
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			✓

## SAVINGS FOR EXHIBITORS!

Exhibit at two of HCCA'S 2009/2010 National Conferences and receive an additional \$300 discount

- Quality of Care / Physician Practice Compliance Conferences
- Research Compliance Conference
- Managed Care Compliance Conference

In order to receive this discount you must fax in your forms simultaneously. The Fraud & Compliance Forum is not included in this offer.

# Sponsorship Opportunities

## Conference Bags

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

**\$7,000**

## Networking Luncheon

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

**\$6,000**

## Notepads

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

**\$6,000**

## 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**

# Be an Exhibitor for Maximum Exposure!

## Exhibitor Set-Up

**Sunday, October 11, 2009**

*Set-Up* 11:00 AM – 12:00 PM\*

## Exhibitor Viewing Hours

**Sunday, October 11, 2009**

*Lunch* 12:15 PM – 1:30 PM

*Break* 3:30 PM – 3:45 PM

**Monday, October 12, 2009**

*Continental Breakfast* 7:30 AM – 8:15 AM

*Break* 9:15 AM – 9:30 AM

*Break* 10:30 AM – 11:00 AM

*Lunch* 12:00 PM – 1:00 PM

*Break* 2:00 PM – 2:30 PM

*Break* 3:30 PM – 4:00 PM

*Networking Reception* 5:00 PM – 6:00 PM

**Tuesday, October 13, 2009**

*Continental Breakfast* 7:30 AM – 8:15 AM

*Break* 9:15 AM – 9:30 AM

*Break* 10:30 AM – 11:00 AM

*Lunch* 12:00 PM – 1:00 PM

*Break* 2:00 PM – 2:30 PM

## Teardown

**Tuesday, October 13, 2009**

2:30 PM – 3:00 PM\*

\*Please contact Melanie Gross if you are unable to set up or tear down during the specified time slots. 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.

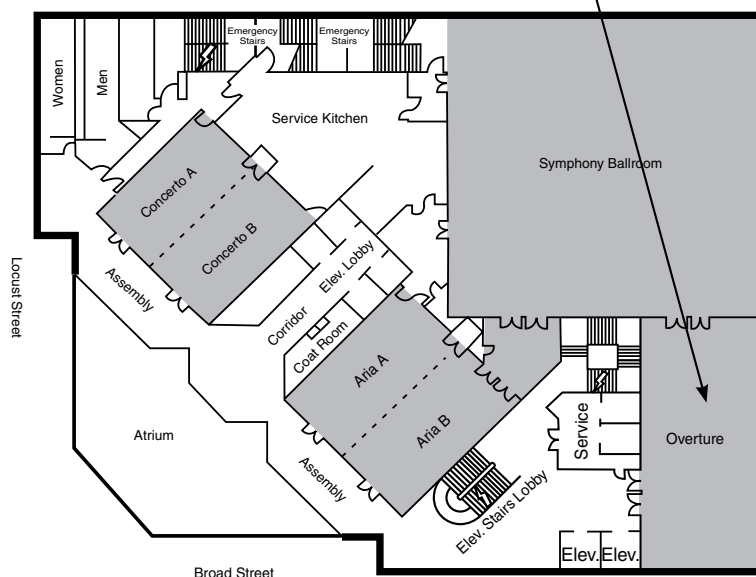
## Hotel Accommodations

A special rate of \$169 per night, plus tax, has been arranged. Please make your reservations directly with the hotel and mention the HCCA's Physician Practice Compliance Conference to receive the reduced rate. Reservations will be accepted at the group rate until Wednesday, September 16, 2009. Reservations may be canceled up to 48 hours prior to arrival date without charge. Cancellation penalty is equal to one night's room fee plus tax if room is not canceled 48 hours prior to arrival.

**Doubletree Hotel Philadelphia | 237 South Broad Street**

**Philadelphia, PA 19107 | Phone: 1-800-222-TREE | Fax: 215-893-1664**

## The Exhibit area will be in the Overture Room.



## 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 Thursday, September 10, 2009.
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 is 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 Physician Practice Compliance Conference / Quality of 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 Thursday, September 10, 2009. 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.
8. Liability: It is understood that each party involved—HCCA, the 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.

# Sponsorship Application

Quality of Care Compliance Conference -AND- Physician Practice Compliance Conference  
October 11-13, 2009 | Philadelphia, PA | Doubletree Hotel Philadelphia

## Contact Information (please print)

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Contact Person \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## Sponsorship Opportunities

- Conference Bags .....\$7,000
- Networking Luncheon..... \$6,000
- Notepads..... \$6,000
- 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
- Attendee Tote Bag Insert ..... \$500

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

## Sponsor

- Platinum  Gold  Silver  Bronze

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

## Advertisements

- Conference Brochure:

\_\_\_\_\_ (see rate sheet, page 4) Cost \$ \_\_\_\_\_

Description of ad(s), size, and how you will be sending ad:

\_\_\_\_\_  
\_\_\_\_\_

TOTAL \$ \_\_\_\_\_

## 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

- I will be exhibiting at another 2009/2010 National Conference to receive the \$300 discount\*

Conference Name \_\_\_\_\_

\*See page 4 for terms

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 September 10, 2009.  
Exhibitor/sponsorship fees are non-refundable.

## Make check payable to:

Health Care Compliance Association

## Please return completed form with payment to:

Health Care Compliance Association  
6500 Barrie Road, Suite 250  
Minneapolis, MN 55435

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

E-mail: melanie.gross@hcca-info.org