

# 2018

## Regional Conferences

# *Prospectus*



**HCCA, the largest organization of its kind,  
invites you to participate in major health care  
compliance networking events**

Exposure to top professionals in your field  
Inexpensive, effective way to market your name  
Excellent networking opportunities



Learn more at [www.hcca-info.org/regionals](http://www.hcca-info.org/regionals)  
Or contact Amber Zerín at 952.567.6236  
[amber.zerin@corporatecompliance.org](mailto:amber.zerin@corporatecompliance.org)

# Get to know HCCA

## About HCCA

HCCA has more than 11,000 members and more than 5000 individuals actively hold the Certified in Healthcare Compliance (CHC)<sup>®</sup> credential.

## HCCA's mission

HCCA exists to champion ethical practice and compliance standards, and to provide the necessary resources for healthcare compliance professionals and others who share these principles.

## HCCA's vision

HCCA's vision is to be the preeminent healthcare compliance association, promoting the lasting success and integrity of healthcare organizations across the country.

## Major functions

1. To promote quality compliance programs in healthcare—their introduction, development, and maintenance.
2. To provide a forum for interaction and information exchange to enable our members to provide high-quality compliance programs.
3. To create high-quality educational opportunities for those involved with compliance in the healthcare industry.

## Services

- National and regional conferences around the country
- Web conferences covering hot topics, for learning without leaving your desk
- Educational products: books, videos, and other training materials
- HCCA's monthly magazine for members, *Compliance Today*
- *Compliance Weekly News*, HCCA's weekly email newsletter
- HCCAnet, the online social network for healthcare compliance professionals
- Member discounts
- Certification through the Compliance Certification Board (CCB)<sup>®</sup>
- And more!

*Learn more and join today at*  
[www.hcca-info.org/membership](http://www.hcca-info.org/membership)



## Certified in Healthcare Compliance (CHC)<sup>®</sup>

The healthcare world can be a high-risk and challenging environment that demands a proactive compliance approach. Being certified in this dynamic, growing profession can help demonstrate your expertise in helping mitigate compliance-related risks.

An individual Certified in Healthcare Compliance (CHC)<sup>®</sup> is someone with knowledge of relevant regulations and expertise in compliance processes sufficient to assist healthcare industry in understanding and addressing legal obligations, and promote organizational integrity through the operation of effective compliance programs.

# HCCA's 2018 Regional Conferences

## Attendee Profile

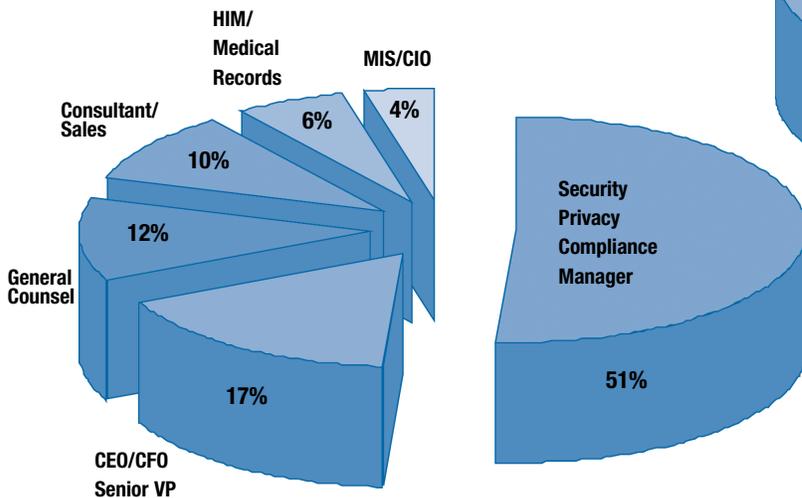
### Who will attend HCCA's Regional Conferences?

- Health care compliance officers and risk managers
- Health care senior executives and leaders, including CEOs and CFOs in hospitals, medical groups and IPAs, ancillary providers, long-term care organizations, and health plans
- Institutional chief information officers
- Coding and billing specialists
- Physicians and other health professionals
- Health care consultants and attorneys
- Health care regulators and other government personnel
- Privacy officers and other professionals handling health care privacy issues
- Health information management specialists
- Nurse managers and executives
- Staff educators and trainers

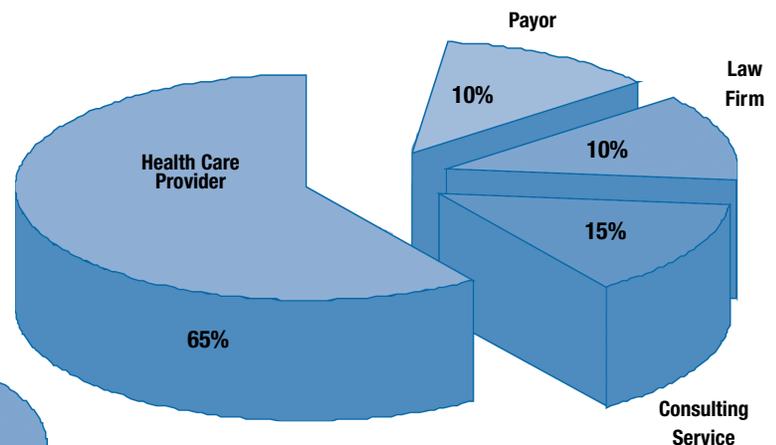
### HCCA members and conference attendees are interested in:

- Auditing services
- Billing, coding, and reimbursement services
- Compliance issues/education
- Consulting and legal services
- Regulatory information and news
- Instruction aids
- Internet provider services
- Professional liability insurance services
- Software
- Training techniques and/or training services
- Recruitment and executive search services

#### PARTICIPANT OCCUPATION



#### PARTICIPANT EMPLOYER

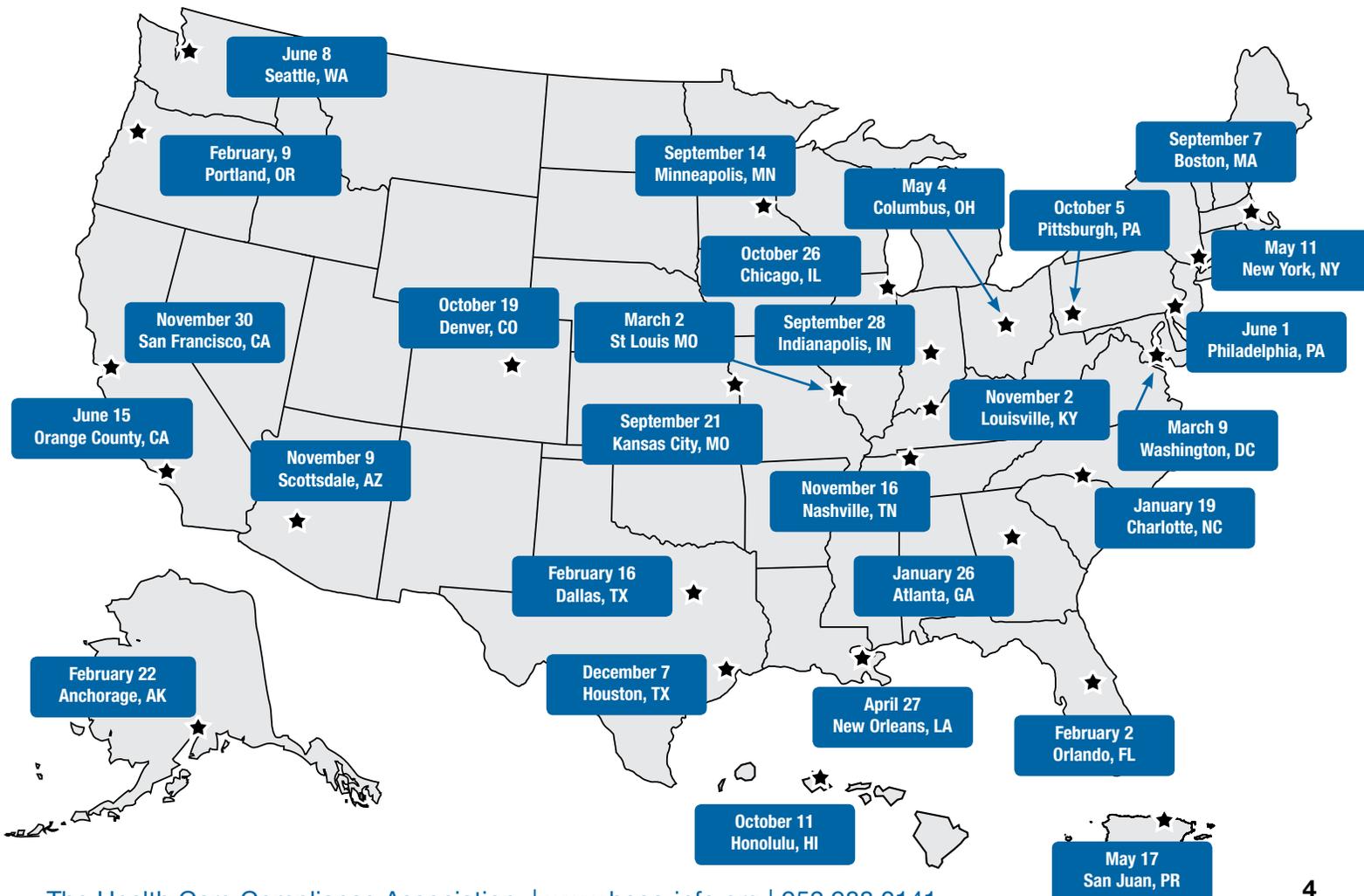


Visit [www.hcca-info.org](http://www.hcca-info.org) for more advertising and marketing opportunities

# Check Out Our 2018 Regional Conference Locations

January 19 • **Charlotte, NC**  
January 26 • **Atlanta, GA**  
February 2 • **Orlando, FL**  
February 9 • **Portland, OR**  
February 16 • **Dallas, TX**  
February 22 • **Anchorage, AK**  
March 2 • **St. Louis, MO**  
March 9 • **Washington, DC**  
April 27 • **New Orleans, LA**  
May 4 • **Columbus, OH**  
May 11 • **New York City, NY**  
May 17 • **San Juan, PR**  
June 1 • **Philadelphia, PA**  
June 8 • **Seattle, WA**

June 15 • **Orange County, CA**  
September 7 • **Boston, MA**  
September 14 • **Minneapolis, MN**  
September 21 • **Kansas City, MO**  
September 28 • **Indianapolis, IN**  
October 5 • **Pittsburgh, PA**  
October 11 • **Honolulu, HI**  
October 19 • **Denver, CO**  
October 26 • **Chicago, IL**  
November 2 • **Louisville, KY**  
November 9 • **Scottsdale, AZ**  
November 16 • **Nashville, TN**  
November 30 • **San Francisco, CA**  
December 7 • **Houston, TX**



# HCCA's 2018 Regional Conferences Sponsorship Opportunities

*Take advantage of a unique opportunity to expand your reach!*

HCCA events are attended by highly influential and experienced professionals. Sponsorship offers you strategic positioning as an industry leader.

*The more conferences you sponsor, the better the value!*

**Discount offered when you sponsor 3 or more conferences**

*Contact Amber Zerin, [amber.zerin@corporatecompliance.org](mailto:amber.zerin@corporatecompliance.org) for more information*

## **Sponsorship Opportunities:**

**Lunch:** A buffet lunch will be provided for all attendees. Your company name will be displayed throughout the lunch. (\$2000)

**Continental Breakfast:** A continental breakfast will be provided for all attendees. Your company name will be displayed throughout the breakfast. (\$1,500)

**Padfolios:** Company logo will appear on the cover of the padfolios. Padfolios will be distributed to all attendees (\$1400)

**Tumblers:** Provide a tumbler for attendees. Your company logo/website will appear on the bottle. (\$1,300)

**Book Bag:** Provide a bag for attendees. Your company logo/website will appear on the bag. (\$1,200)

**Water Bottle:** Provide a water bottle for attendees. Your company logo/website will appear on the bottle. (\$1,200)

**Flat flashlights - Magnetic:** Your company logo will appear on the flashlight. The "smashlight" has four superbright LED bulbs, two replaceable batteries, and a magnetic back. They will be distributed to all attendees. (\$1,200)

**Journal Pad:** Your logo/website will appear on the cover of the lined journal. Journal pads will be distributed to all attendees. (\$1000)

**Lanyards:** Each attendee receives and wears a lanyard at the conference. Your company logo/website will appear on the lanyard. (\$800)

**Support HCCA:** Gain exposure for your company while supporting HCCA. (\$500)

## **Each sponsorship opportunity will include the following:**

- Company logo on cover of conference brochure
- Company logo on HCCA website on regional event page
- Company logo on HCCA Regional conference email blasts
- Company logo on index page of conference presentations link

*If you have a sponsor idea that is not listed here, please contact Amber Zerin, [amber.zerin@corporatecompliance.org](mailto:amber.zerin@corporatecompliance.org)*

# Exhibiting at Compliance Regional Conferences

## Take advantage of regional conference exhibiting opportunities, and prepare to:

- Heighten your credibility through close association with the largest organization of its kind
- 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 to health care compliance professionals

## Exhibiting Opportunities:

- Exhibit booth fee: **\$900** (*includes one Exhibitor Attendee registration*)
- Additional Exhibitor Attendee registrations **\$175.00 ea** (contact Amber Zerin for more information)
- Exhibits will be located in the pre-function area outside of the session room.
- Exhibit tabletop space assignments are on a first-come basis the morning of the conference

### Exhibiting Benefits:

Table-top exhibit display	\$900
6' draped table*	✓
Two chairs	✓
Wastebasket	✓
Company logo on cover of conference brochure	✓
Company logo on event page	✓
Company logo on conference email blasts	✓
Company logo on conference handouts page	✓
Post-conference attendee list (includes mailing address only)	✓
One Exhibitor Attendee registration including access to all sessions and meals	✓



\*Includes space for a small display to set on the table, or a maximum of two banner stands.

## Discount offered when you exhibit at or sponsor three or more conferences

For more information, contact

**Amber Zerin**, [amber.zerin@corporatecompliance.org](mailto:amber.zerin@corporatecompliance.org) or **+1 952.567.6236**

# Terms and Conditions

To ensure a successful exhibiting or sponsoring experience at the The Health Care Compliance Association's (HCCAs) conferences, please read the following Exhibitor & Sponsor Terms & Conditions ("Terms & Conditions") carefully. By submitting a booth space or sponsorship application, exhibitors and sponsors agree to abide by these Terms & Conditions, and any other rules and regulations set forth for this event, including any special requirements that are imposed by the facility at which the conference will be held ("Facility"). Exhibitor or Sponsor agrees and understands that these Terms & Conditions are contractual in nature, and become part of the contract between the exhibitor and HCCA relating to exhibitor's attendance and exhibiting activities at the HCCA 2018 Regional Compliance Conferences.

**1. Eligibility to exhibit.** Exhibitors' products and services must be relevant to the compliance profession. To exhibit, exhibitors must be in good financial standing with HCCA. HCCA has the right to refuse or terminate exhibit space rental if products, services, exhibitor behavior or displays are not appropriate and compatible with the general character or quality of the conference and cause undue interference with the effective operations of HCCA and its staff. The rules, policies, and regulations outlined on this form and in the service kit are part of the exhibitor's contract with HCCA.

**2. Payment.** All payments must be made in full at least 7 days prior to conference date.

**3. Exhibitor use of space.** Exhibitors may not assign, sublet, or apportion the whole or any part of their allotted space. In addition, exhibitors may not advertise or display products or services other than those manufactured or sold in their regular business. Exhibitor or Sponsor company descriptions in the on-site program will be limited to one company name and identity listing. The distribution of samples, souvenirs, publications, etc., or other sales or sales promotion activities must be conducted by exhibitor only from within its space. The distribution of any article that interferes with the activities or obstructs access to neighboring booths, or that impedes aisles, is prohibited. This includes placement of display racks, banners, brochures or other items outside of the designated space rented by the exhibitor, as well as the offering of food or beverages.

**4. Exhibitor code of conduct.** All exhibitors agree to abide by the following code of conduct, and agree to HCCA's right to take immediate action to restrict or evict exhibitor and/or its personnel from the conference in the event of Code of Conduct violations. In the event of such eviction or restriction, exhibitor will forfeit all moneys paid for the conference, and may be subject to restrictions or prohibitions on attending future HCCA conferences.

- The exhibitor and its personnel shall conduct and operate its exhibit so as not to annoy, endanger or interfere with the rights of other Exhibitors, conference attendees, and visitors or HCCA staff.
- HCCA reserves the right to prohibit any exhibit and/or exhibitor that, in its sole discretion and judgment, is inappropriate, offensive, or may detract from the general character of the conference.
- HCCA reserves the right to remove, without compensation, any exhibit and/or exhibitor that, in HCCA's sole discretion and judgment, is inappropriate, offensive, or may detract from the general character of the conference.
- HCCA reserves the right to require the removal of any exhibitor personnel who engage in behavior which, in the sole discretion of HCCA, is determined to be objectionable to other exhibitors, conference attendees, and/or HCCA staff.
- Any demonstrations or activity that may result in obstruction of aisles or that prevent ready access to nearby exhibitors' booths shall be prohibited.
- The audio level of any playback equipment, audio, video and/or demonstrations must be at a level so as not to disturb or be heard by adjacent exhibitors and their patrons. HCCA reserves the right to restrict exhibits to a minimum noise levels.

**5. 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.

## 6. Cancellation

- a) Cancellation or Reduction of Booth by HCCA. An exhibitor's failure to submit payment can result in the cancellation of the assigned space. In addition, HCCA has the right to cancel, reduce, or redistribute allocated booth space upon reasonable cause or due to events that make performance impossible. In the event of such an occurrence, HCCA will provide written notification and agrees to negotiate in good faith toward refund or reduction of the exhibit fee. If any part of the exhibit area is damaged, or the exhibitor is not permitted to occupy their assigned space, the exhibitor will be charged only for space that was actually occupied. HCCA is released from any and all claims for damages that may arise in conjunction with the above.
- b) Show cancellation policy. The parties agree that if the HCCA Utilities & Energy Compliance & Ethics Conference is cancelled in whole or in part, or its scheduled opening is cancelled or delayed, due to fire, explosion, strike, freight embargo, act of God, act of public enemy, act of war, war, act of terrorism, civil disturbance, act of any government, de jure or de facto, or governmental declaration or regulation, epidemic or other event over which HCCA has no control, then the exhibitor contract may be immediately amended by HCCA, and the exhibitor hereby waives any and all claims against HCCA for damages, reimbursement, refunds, or compensation.
- c) Cancellation by exhibitor. Cancellation fee for exhibit space is \$250 if cancelled 14 days before the conference date. After 14 days, no refunds will be made.

**7. Installation and dismantling of exhibit.** Installation must take place during the times indicated, unless HCCA has previously provided written approval for installation at other times. Space not occupied by the start of the conference returns to HCCA for discretionary use. Dismantling begins at the conference's close and must be completed by the time indicated. Exhibitors dismantling prior to conference close will lose all points accumulated in the previous twelve months. Note: The exhibitor assumes all financial responsibility for installation and dismantling of the exhibit.

**8. Booth Construction.** One 6 foot table is provided along with two chairs and a wastebasket. All display items must fit on top of the table or directly behind the table. There is space for a maximum of two bannerstands behind the table.

**9. 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.

# Terms and Conditions

**10. Indemnification.** Exhibitor or Sponsor shall defend, protect, indemnify, save, and hold HCCA, and its officers, directors, employees, and agents, the Facility in which HCCA meetings are being conducted, and all agents and employees thereof (hereinafter collectively called "Indemnitees") forever harmless from any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor and/or its personnel, employees and agents, and further, exhibitor shall at all times defend, protect, indemnify, save and hold harmless the Indemnitees against and from any and all losses, costs damages, liability, or expenses (including attorney's fees) arising from, or out of, or by reason of any accident or bodily injury or other occurrences to any property, person, or persons, including the exhibitor, its agents, employees, and business invitees, which arise from, or out of, or by reason of said exhibitor's participation at the conference, the negligent or willful conduct if its personnel, employees and agents, and/or its occupancy and use of the facilities, or any part thereof.

**11. Exhibitor insurance.** All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the Facility. HCCA and the Facility do not maintain insurance covering exhibitor's conduct or property. Exhibitor shall carry Comprehensive General Liability coverage, including premises, operations, and contractual liability coverage of at least \$500,000 for Personal Injury Liability and \$500,000 for Property Damage Liability and Statutory Workers' Compensation insurance in full compliance with all federal and state laws. A certificate of insurance shall be furnished if requested by HCCA.

**12. Facility rules.** Exhibitors and sponsors shall strictly comply with all conditions imposed by the Facility in its contract with HCCA, and with the rules and regulations of the Facility.

**13. Damage to property.** The exhibitor is liable for any damage caused to Facility floors, walls, columns, standard booth equipment, or other exhibitors' property. The exhibitor may not mar, tack, make holes, or apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment

**14. Americans with Disabilities Act.** Exhibitor represents and warrants (i) that its exhibit will be accessible to the full extent required by law; (ii) that its exhibit will comply with the Americans with Disabilities Act (ADA) and with any regulations implemented by the ADA; and (iii) that it shall defend, indemnify and hold HCCA harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses that may be incurred by or asserted against HCCA, its officers, directors, agents, or employees on the basis of the exhibitor's breach of this paragraph or noncompliance with any of the provisions of the ADA.

**15. Market research and surveys.** Exhibitors and sponsors are not permitted to conduct surveys of conference attendees during the conference.

**16. Attendee information distribution.** HCCA encourages exhibitor and sponsor efforts to communicate with HCCA attendees. However, in an effort to meet exhibitor needs and also protect the privacy rights of our attendees, the following policies shall apply. Exhibitors may request either a business card or may scan attendee badge barcodes using lead retrieval equipment if equipment is offered by HCCA, to obtain contact information for follow-up. For Barcode Lead Scans, HCCA agrees to release to the exhibitor attendee name, title, company, work postal mailing address, work phone, fax and e-mail, as provided by the attendee. Regarding an Advance/Post Mailing List: HCCA may, at its discretion, also offer exhibitors the opportunity to communicate about their products and services through the pre-registered attendee postal address list and post-conference attendee postal address list, either or both of which may be available for purchase. This information is only provided to qualified HCCA exhibitors and sponsors. Each list shall include attendee name, title, company and preferred postal mailing address as provided by the attendee. HCCA does not release attendee email addresses.

**17. Picture taking, videotaping/audiotaping.** Exhibitors are not permitted to photograph, audiotape or videotape sessions, exhibits, or any other part of the conference without express, written approval from HCCA.

**18. Trademarks.** Exhibitor/Sponsor grants HCCA, without the right to sublicense, a nonexclusive, revocable, nontransferable, royalty-free, worldwide license to use and display Exhibitor/Sponsor's company name and logo on HCCA website(s), print materials, and in other marketing media solely for purposes of promoting the Event and future events, provided that such use is in accordance with Exhibitor/Sponsor's established brand guidelines. If Exhibitor/Sponsor elects to become a branded sponsor for any portion of the Event, the use of Exhibitor/Sponsor's logo, marks, or artwork (collectively "Sponsor Artwork") on any Event merchandise or collateral is subject to the prior approval of HCCA, which reserves the right to reject any Sponsor Artwork that, in HCCA's sole discretion, fails to meet the defined specifications or general standards of quality for HCCA events. Exhibitor grants HCCA or anyone authorized by HCCA the right to use or publish, in print or electronic format, any photographs or video taken during the Event which contain images of Exhibitor's booth or space, including any trademarks, logos, or other images displayed in or on Exhibitor's booth or space, as well as any images or likenesses of Exhibitor's employees, contractors, subcontractors, or agents in the Exhibit Hall or at the Event.

**19. Exceptions.** Any request for exceptions to these Terms & Conditions must be submitted in writing to HCCA at least two weeks prior to the conference start date. HCCA reserves the right to make exceptions to these Terms & Conditions in its sole discretion.



## Logistics Coordinator (please print)

Full name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Email \_\_\_\_\_  
 Phone \_\_\_\_\_

## On-site Exhibitor Attendee (please print) (person who will be onsite at the conference)

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_

This agreement shall not be binding unless it is signed by an authorized representative of the applicant's firm and is accepted and signed by HCCA. By signing above, I hereby certify that I have read and will abide by the "Terms and conditions" in this prospectus.

## Conference Sponsorship Opportunities

- Lunch ..... \$2,000
- Breakfast ..... \$1,500
- Padfolios ..... \$1,400
- Tumblers ..... \$1,300
- Book Bag ..... \$1,200
- Flat flashlights ..... \$1,200
- Water Bottle ..... \$1,200
- Journal Pad ..... \$1,000
- ~~Swag~~ <sup>Swag</sup> Bags ..... \$800
- Support HCCA ..... \$500

## Exhibiting Opportunities

- Exhibit booth fee ..... \$900

To purchase additional conference registrations at \$175 each, please contact Amber Zerin directly at [amber.zerin@corporatecompliance.org](mailto:amber.zerin@corporatecompliance.org). A separate registration form will be emailed to you.

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

Questions? Contact Amber Zerin,  
[amber.zerin@corporatecompliance.org](mailto:amber.zerin@corporatecompliance.org)  
 +1.952.567.6236

OFFICE USE ONLY  
 Date received \_\_\_\_\_ By \_\_\_\_\_

## Conference Locations

Please check the conferences you would like to sponsor.

(Note: The sponsorship opportunities selected in the previous column will be charged for all locations selected below. If you would like different sponsorship items for each location, please complete a new form for each location.)

- January 19 • Charlotte, NC
- January 26 • Atlanta, GA
- February 2 • Orlando, FL
- February 9 • Portland, OR
- February 16 • Dallas, TX
- February 22 • Anchorage, AK
- March 2 • St. Louis, MO
- March 9 • Washington, DC
- April 27 • New Orleans, LA
- May 4 • Columbus, OH
- May 11 • New York City, NY
- May 17 • San Juan, PR
- June 1 • Philadelphia, PA
- June 8 • Seattle, WA
- June 15 • Orange County, CA
- September 7 • Boston, MA
- September 14 • Minneapolis, MN
- September 21 • Kansas City, MO
- September 28 • Indianapolis, IN
- October 5 • Pittsburgh, PA
- October 11 • Honolulu, HI
- October 19 • Denver, CO
- October 26 • Chicago, IL
- November 2 • Louisville, KY
- November 9 • Scottsdale, AZ
- November 16 • Nashville, TN
- November 30 • San Francisco, CA
- December 7 • Houston, TX

## Billing Information

- 50% Deposit
- Payment in full

TODAY'S TOTAL \$ \_\_\_\_\_

- BY MAIL — Enclose application and check payable to HCCA:

HCCA  
 6500 Barrie Road, Suite 250,  
 Minneapolis, MN 55435 United States  
 952.405.7900 or 888.580.8373 (p) • 952.988.0146 (f)

- BY FAX +1 952 988 0146 — I authorize HCCA to charge my credit card.

CREDIT CARD:  American Express  MasterCard  Visa  Discover

Due to PCI Compliance, please DO NOT provide any credit card information via email. You may email the sponsorship and exhibiting application (without credit card information) and call HCCA registration with the credit card account number and expiration date at 952.933.4977 or 888.277.4977.

Credit Card Account Number \_\_\_\_\_

Credit Card Expiration Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Cancellation fee for exhibit space is \$250 if cancelled 14 days before the conference date. After 14 days, no refunds will be made.

All payments must be made in full at least 7 days prior to conference date.

Upon completion of this form, please email your 75-word company description and your company logo (preferably as two separate files: one web-ready JPEG or GIF and one print-ready Illustrator-compatible AI or EPS vector file) to Amber Zerin at [amber.zerin@corporatecompliance.org](mailto:amber.zerin@corporatecompliance.org).