HEALTH CARE COMPLIANCE ASSOCIATION'S

22nd Annual

Compliance Institute

APRIL 15–18, 2018 · ARIA · LAS VEGAS, NV

EXHIBIT | SPONSOR | ADVERTISE

PROSPECTUS

Reach nearly 3,000 healthcare compliance professionals

EXHIBIT DATES:
APRIL 15–17, 2018

COMPLIANCE-INSTITUTE.ORG

Make meaningful connections

HCCA's Compliance Institute provides a unique chance to promote your product or services to a highly targeted and qualified audience. The Compliance Institute is the largest healthcare compliance conference in the U.S., attracting more than 3,000 industry leaders, decision makers, and influencers from around the country. In addition to more than 140 unique educational sessions, attendees gather in the Compliance Institute Exhibit Hall to discover the latest solutions from leading providers of healthcare software, services, and more.

Take advantage of Compliance Institute exhibiting, sponsoring, and advertising opportunities to:

- Gain high visibility and name recognition with healthcare compliance professionals across the country.
- Develop relationships with new prospects and strengthen ties with existing clients
- Heighten your credibility through close association with the largest organization of its kind

Breakfasts, all breaks, and two receptions are all held inside the Exhibit Hall.

The average number of scanned leads was 122 by companies using an electronic lead device at the 2017 Institute.

Dates to remember

2018 Call for speakers
June 1–30, 2017

Early bird registration ends
January 6, 2018

Conference Guide ad space reservation due
March 2, 2018

Conference Guide ad materials due
March 9, 2018

Attendee tote bag insert delivery deadline
March 16, 2018

Conference registration and exhibit-only forms due
March 16, 2018

Exhibit Hall hours

Set-up
Sunday, April 15 ..... 8:00 AM – 3:00 PM

Exhibit viewing
Sunday, April 15 .....4:30 – 6:30 PM
Monday, April 16 ..... 7:00 AM – 6:30 PM
Tuesday, April 17 ..... 7:00 AM – 11:15 AM

Teardown
Tuesday, April 17 ..... 11:15 AM – 6:00 PM

Times and layout are subject to change and will be confirmed prior to the conference. Exhibitors are not required to staff booths during times attendees are in session.

Who attends the Institue?

Connect with attendees from a variety of backgrounds

Institute attendees are:

- Healthcare compliance officers and risk managers
- Healthcare senior executives and leaders, including CEOs and CFOs in hospitals, medical groups and IPAs, Ancillary providers, long-term care organizations, and health plans
- Members of the board of trustees of healthcare enterprises
- Institutional chief information officers
- Coding and billing specialists
- Physicians and other health professionals
- Healthcare consultants and attorneys
- Healthcare regulators and other government personnel
- Healthcare journalists, researchers, and policymakers
- Privacy officers and other professionals handling healthcare privacy issues
- Health information management specialists
- Nurse managers and executives
- Staff educators and trainers

Search HCCA's Compliance Institute on Twitter: ***#HCCAci***

Institute attendees are interested in:

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

Speaking at HCCA conferences

Exhibitors and sponsors are welcome to submit speaking proposals when the call for speakers is open for HCCA conferences. Submissions will be evaluated based on the merits of the proposed topic, the content, and the speaker(s), at the same time and alongside all of the other speaking proposals for the conference. Sponsoring/exhibiting at the conference does not entitle an organization to a speaking slot, nor does it earn any preferences.

For more information, visit
hcca-info.org/events/CallforSpeakers.aspx

Exhibiting opportunities

Exhibitor pricing

Tabletop booth.....$2,895

10' x 10' booth.....$2,895

10’ x 10’ corner booth.....$3,295

20' x 20' booth..... $11,795

Official service and material handling contractor

Freeman has been designated the official show contractor.

Shipping

Freeman has been selected to receive, warehouse, transfer, and handle all exhibits. Advance and direct shipping labels are available from Freeman and will be included in the Exhibitor Kit. Please direct all calls regarding exhibit requirements, freight, and shipments to Freeman:

FREEMAN
6555 West Sunset Rd
Las Vegas, NV 89118
phone 702-579-1700
fax 469-621-5604
FreemanLasVegas@freemanco.com

Cancellation by exhibitor

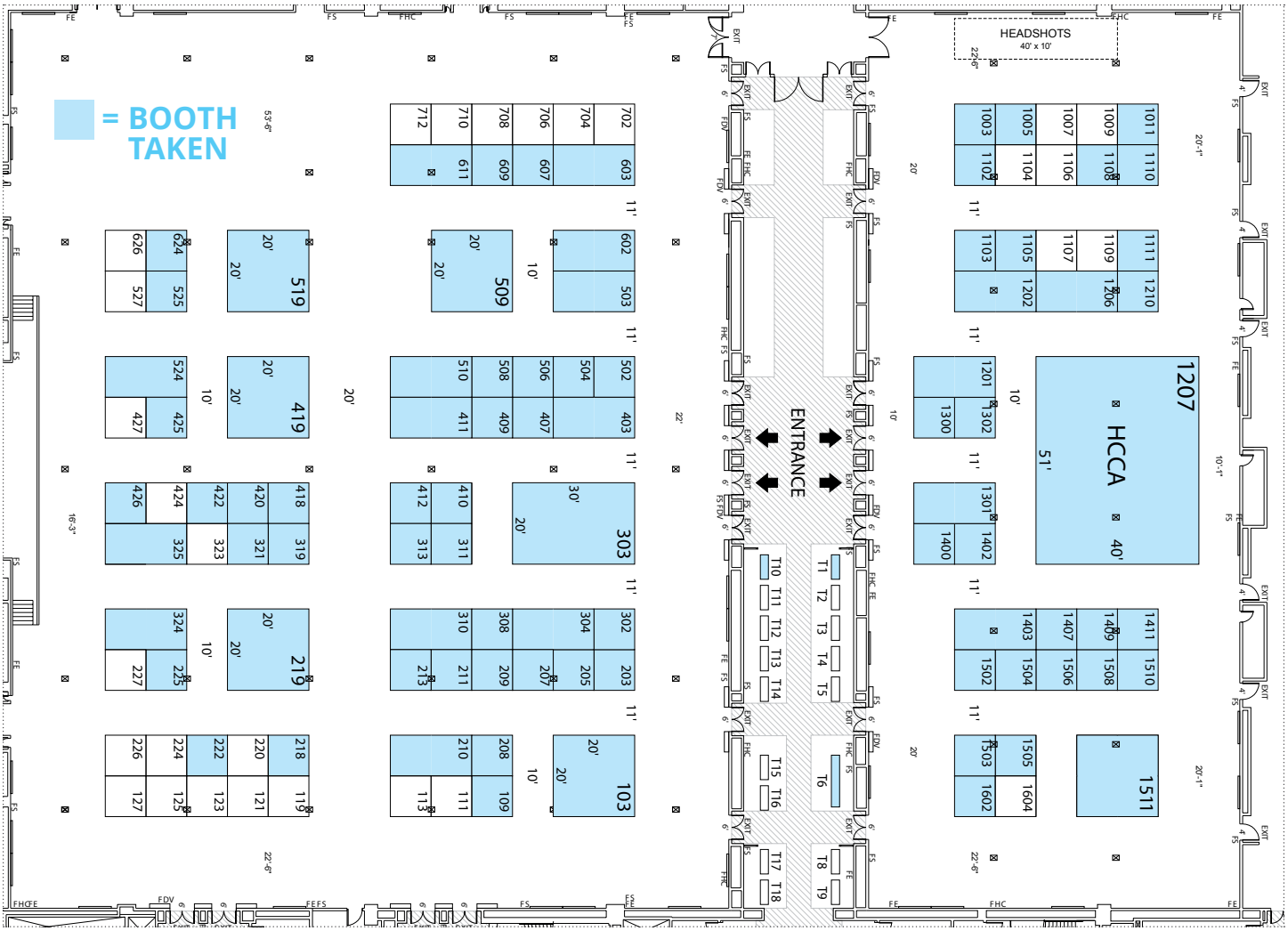
A 50% deposit is required for all booth rentals. Balance must be paid in full by 3/16/2018. Cancellation fee for exhibit space is the 50% deposit if cancelled before 3/16/2018. No refunds will be made after this date. Deposits are non-refundable.

Exhibitor Benefits

- 8' high backdrape/3' high side dividers
- 7" x 44" exhibitor ID sign
- Two exhibit staff badges per 10' x 10' space (Exhibit Hall access only; additional staff badges may be purchased for $400 each)
- Two reduced-rate attendee conference registrations per 10' x 10' space at $650 each
- Company name, website address, and link to online company description (700 characters max.) and logo at compliance-institute.org under Exhibitors tab
- Company description and link to website in the conference mobile app
- Post-conference attendee list for a one-time postal mailing (does not include email addresses)

Exhibit hall

Juniper & Ironwood, Level 3 · ARIA Resort



Healthicity 103
YouCompli 109
CARF International 203
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Cognetyx Inc 211
The Coding Network, LLC 213
CBIZ KA Consulting Services, LLC 218
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NAVEX Global 403
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RADAR, Inc 409
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MCN Healthcare 411
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ComplianceLine, LLC 418
Intersect Healthcare 419
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GNYHA Ventures Inc 506
CLA 508
FairWarning, Inc 509
Crowe Horwath 510
Verisys 519
PYA 524
ACL Service Ltd 525
CynergisTek 602
Iatric Systems, Inc 603
Comply Assistant 607
Iron Mountain 609
Maize Analytics Inc 611
Protenus 624
KPMG 1003
Berkeley Research Group 1005
Health Endeavors 1011
SDFI-Telemedicine 1102
MedeAnalytics 1103
UASI 1105
Healthcare Compliance Recruiting 1108
CORL Technologies 1110
Sunstone Consulting 1111
MediTract 1201
PreCheck 1202
Panacea Healthcare Solutions LLC 1206
INCompliance 1210
RMC 1300
Aegis Compliance & Ethics Center LLP 1301
Bloomberg Law 1302
PwC 1400
FTI Consulting 1402
SAI Global 1403
Loyola University Chicago 1407
HealthDox 1409
Protiviti 1411
GHX 1502
Certiphi Screening 1503
Mitchell Hamline School of Law 1504
Health Information Associates 1505
AHIMA 1506
Streamline Health Solutions 1508
Doctors Management 1510
ProviderTrust, Inc. 1511
The Bonadio Group 1602
Post Acute Advisors T1
GeBBS Healthcare Solutions T6
Osprey Compliance Software T10

Sponsorship opportunities

Promote your brand beyond the booth

SPONSORSHIP LEVELS

Platinum ..... $20,000 or more

Gold ..... $17,000 or more

Silver ..... $13,000 or more

Bronze ..... $7,500 or more

See the following pages for details of the sponsorship opportunities available.

SPONSORSHIP BENEFITS	BRONZE	SILVER	GOLD	PLATINUM
Company name/logo on all conference email correspondence				✓
Pre-conference attendee list for a one-time postal mailing				✓
Complimentary conference registrations		1	2	3
Company logo displayed inside the conference brochure	✓	✓	✓	✓
Company logo displayed on conference signage	✓	✓	✓	✓
Company name, website address, and link to online company description (700 characters max.) and logo at compliance-institute.org under Sponsor/Exhibit	✓	✓	✓	✓
Post-conference attendee list for a one-time postal mailing	✓	✓	✓	✓

Please note: 2017 sponsors have first right of refusal.

Sponsorship opportunities

PLATINUM LEVEL *($20,000)*

CI mobile app

The CI mobile app is an innovative application that works on any Apple or Android mobile device capable of accessing the Internet. Attendees will use this application to view conference information, create a customizable schedule, select vendors they want to visit during the show, and access PowerPoint presentation slides for their sessions. As the sponsor you will see your logo on the app loading screen as well as on the main "Now" screen that serves as the homepage for the app. Clicking your logo/banner ad will go to a desired location of your choice—website, PDF, etc.—allowing you to customize your message to the attendees. This is great exposure and the latest trend in conferences.

Tweet wall

Enjoy exclusive sponsorship of the TweetWall Pro Twitter feed screens throughout the conference for all attendees to see your company logo/message. With several flat screens throughout the conference hallways and common areas, your message is guaranteed to be seen. The Tweet Wall will start on the Saturday prior to the conference and end at 12:00 PM on the post-conference day, Wednesday. HCCA will design the Tweet Wall background and place your static company logo/message within the design. Logo is limited to 150 pixels width or length, message is limited to 50 characters. Total space is limited to 300 pixels.

Coffee mugs

Your company logo will appear on the mugs. Mugs will be set out for use on Monday morning near the coffee for all attendees.
SOLD: NAVEX Global

Internet café

Your company's homepage and logo will be displayed at the Internet café.

Fitness Challenge

Sponsor the first HCCA Fitness Challenge and encourage attendees to engage in healthy activities, some friendly competition, and win prizes. Your logo will be on 50 Step Trackers, within the Fitness Challenge app, on the leader board, at the onsite Fitness Challenge booth, and in the onsite Conference Guide app. We will promote the Fitness Challenge prior to the conference via attendee emails which will include your logo/listing as the sponsor. Available to two sponsors.

FIRST SPONSORSHIP SOLD: SAI GLOBAL

SECOND SPONSORSHIP: STILL AVAILABLE

Attendee lunch: Monday

The conference luncheon is a popular HCCA tradition and promises to give excellent visibility in an environment where the audience is focused on industry issues.

Professional headshot station

Attendees have the opportunity to have professional headshots taken. They will receive the photos via email after the conference. The station will feature signage with your company's logo.

Networking receptions

Networking receptions on Sunday and Monday provide attendees the opportunity to greet old friends, make new acquaintances, and visit with exhibitors in a casual and festive environment. Signage will be displayed in the reception area.

Tote bags

Your logo will appear on the front of large canvas bags which are distributed to all conference attendees. Open to two sponsors—we will alternate which company's logo is on the front and back.
SOLD: Deloitte / The George Washington University

Travel umbrella

Attendees will receive this deluxe travel size folding umbrella and case. Your logo will be printed on both the case and umbrella handle.

Water bottles

Your company logo will appear on the water bottle. Water bottles will be distributed in attendee tote bags.

Notepads

A notepad imprinted with your logo will be inserted in the attendee tote bags.

Padfolios

Company logo will appear on the cover of the padfolio. Padfolio will be distributed in the attendee tote bags.

T-shirts

Your logo will be on T-shirts distributed to all conference attendees.

Sponsorship opportunities

GOLD LEVEL *($17,000)*

Conference Guide
The printed Conference Guide will feature two full-page color advertisements, plus your company's logo on the cover.

Continental breakfast
A continental breakfast will be provided for all attendees on Monday and Tuesday. Your company name will be displayed on signs near the food stations.

Badge holder lanyards
Attendees will wear your company logo around their necks.
SOLD: WOLTERS KLUWER

Flat flashlights
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 in the attendee tote bags.

Highlighters

Your company logo will appear on the body of the highlighter. Promotes the 2019 Compliance Institute and will be inserted into 2018 CI attendee tote bags and given out at all HCCA national and regional conferences and exhibits during 2018.

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

Pens

Your company logo will appear on the body of the tri-stic pen. Promotes the 2018 Compliance Institute and will be inserted into 2017 CI attendee tote bags and given out at all HCCA national and regional conferences and exhibits during 2018.

Seated massage station
At this massage station, attendees can be treated to an upper-body massage on special chairs located in or near the exhibit hall. Massage therapists will be available Sunday evening through Tuesday. Attendees will be required to visit the sponsor's exhibit to receive a ticket to redeem at the seated massage station, increasing traffic for the sponsor.

Microfiber cleaning cloth
Perfect for cleaning electronic screens and glasses. Includes your company logo and web address. Measures 3" x 3". Promotes the 2019 Compliance Institute and will be inserted into 2018 CI attendee tote bags and given out at all HCCA national and regional conferences and exhibits during 2018.

Sponsorship opportunities

SILVER LEVEL *($13,000)*

Aero-safe travel kit

Your company logo will appear on the front of the travel kit which includes four TSA-compliant bottles, including one spray bottle.

Antibacterial hand sanitizer with neoprene sleeve

Your company logo will appear on the neoprene sleeve of the hand sanitizer. These will be inserted into the attendee tote bags.

Luggage ID grip

Your company logo will appear on the Luggage Id Grip which secures around luggage handles and includes an information ID card. The Luggage ID Grip makes your luggage easily identified.

Mobile phone charging station

Attendees charge their mobile devices securely and privately for free. Two stations included. Sponsor will provide image for station halo.

Refreshment breaks

Your company name will be displayed near the food stations during breaks.

Session room signage

Every meeting 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 see.

Annual volunteer project: Get recognized for giving back

Includes company logo and web address on volunteer T-shirts. More details will be announced.

BRONZE LEVEL *($7,500)*

BINGO cards

Attendees and exhibitors have fun playing Networking Bingo. Your logo will appear on every card as the sponsor as well as in the center "free" spot. Players must black out their cards in order to be entered into the drawing for an Apple Watch.

Can Koozies®

Your logo will appear on Can Koozies set out at all networking breaks where canned soda is served.

Other opportunities?

If you have something you would like to sponsor at the conference that is not listed here, please contact Lori Dahmes to discuss.

lori.dahmes@corporatecompliance.org
888-580-8373

Advertising opportunities

EXHIBITORS AND/OR SPONSORS ONLY

Advertising in the on-site Conference Guide

The on-site Conference Guide contains all the information attendees need to know: session rooms, Exhibit Hall information, and much more. Attendees will be referring to their guides throughout the conference.

The Conference Guide's trim size will be 6" wide by 9" tall. Ads will be printed in color. See ad specifications in the box below for special instructions.

Half-page full-color ad: $1,500

Ad size: 5" wide x 3.75" high (no bleed)

Reserve ad space by: March 2, 2018

Ad file due: March 9, 2018

PLEASE NOTE: *A maximum of 14 half-page ad spaces are available for the Conference Guide.*

Ad specifications

- All ads should be print-ready PDFs, 300 ppi at 100%.
- No spot colors.
- HALF-PAGE AD TRIM SIZE: 5" wide x 3.75" high (no bleed)

Email files to lori.dahmes@corporatecompliance.org

Attendee tote bag insert

Place marketing material in all attendee tote bags. Company will provide their marketing material as an 8½" x 11" single page. **($3,000)**

Materials due at HCCA office:
March 16, 2018

Compliance Today Special Edition

A professional picture of your booth with 8 lines of text written by you on your company's experience at the 2018 Compliance Institute in a full-page 4-color ad. **($1,000)**

ADVERTISING WITH HCCA

HCCA offers several avenues for advertising:

- *Compliance Today*, HCCA's monthly member magazine
- HCCA's website: hcca-info.org
- *Compliance Weekly News* (CWN), HCCA's weekly e-newsletter
- HCCAnet®, our own social network for compliance professionals

Questions about advertising opportunities? Please contact Lori Dahmes at 888-580-8373 or lori.dahmes@corporatecompliance.org

Other opportunities

Volunteer Project

Join your colleagues and network with a purpose as you participate in the annual Volunteer Project on Saturday, April 14. More details will be sent out prior to the conference.

Introduce a Speaker

We're looking for volunteers to introduce speakers at the start of each breakout session. It's a great way to meet people and help get sessions off to a good start. We'll even provide you with a short bio for each speaker. Send an email to patti.hoskin@corporatecompliance.org to sign up!

Donate to the Silent Auction

In continuing the tradition started at the 2015 Compliance Institute, HCCA will be hosting our annual silent auction. The auction will benefit America's Fund, a charity created to provide resources and financial support to critically injured members of the U.S. Armed Forces. We can't do this without your help! We are collecting items for donation. Please visit compliance-institute.org for details.

Questions about these opportunities? Please contact Lori Dahmes at 888-580-8373 or lori.dahmes@corporatecompliance.org

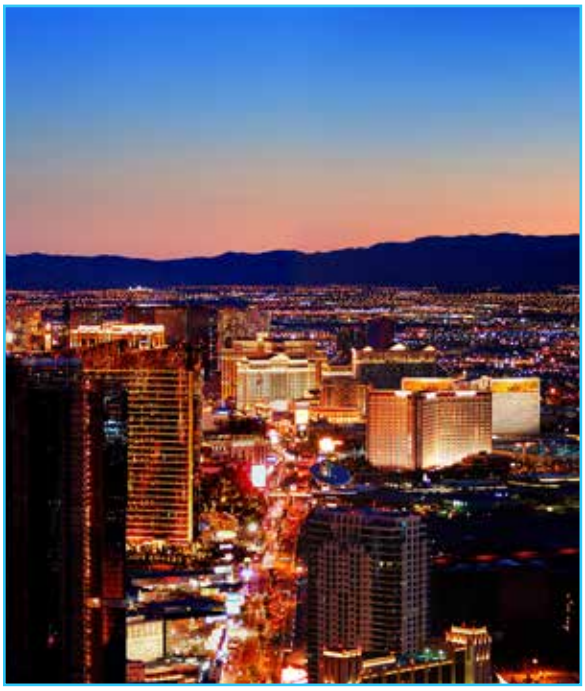
Hotel & conference location

Book your hotel online at compliance-institute.org/hotel

ARIA Las Vegas
3730 Las Vegas Boulevard
South Las Vegas, NV 89518
866-359-7757 | arialasvegas.com

Online reservations:
https://aws.passkey.com/go/HCCAM18

Phone reservations:
866-359-7757 or 702-590-7757



The group rate is $199 Friday, $259 Saturday, $199 Sunday–Tuesday, and $159 Wednesday; plus tax (currently at 12% per room per night and subject to change). Rates quoted are for regular Deluxe guest rooms and single/double occupancy.

In addition to the guest room rate there is a mandatory daily resort fee of $25 plus taxes (currently at 12%). Payment for the Resort Fee will be requested at the time of check in. The daily resort fee includes the following: Internet Access (in Suite and Campus Wide at City Center), Local and toll-free number phone calls, Access to The Spa at ARIA Fitness Center, Daily newspaper and Airline Boarding Pass Printing.

When making your reservation via telephone, please reference the group Health Care Compliance Association – Annual Compliance Institute 2018 to receive the special rate. These rates are good until Friday, March 23, 2018, or until the group room block is full (whichever comes first). Reservation requests received after this cut-off date or after the group block is filled (whichever comes first) will be accepted on a space and rate availability basis only. Hotel accommodations are not included in your conference registration fee.

Federal Government Rate

If you are a federal government employee, you make take advantage of the federal government rate through this link: https://aws.passkey.com/go/HCCAGOV18. Please note that you will be required to show government ID at check-in.

Get to know HCCA

About HCCA

HCCA has more than 11,400 members and more than 4,600 Certified in Healthcare Compliance (CHC)© individuals.

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 (CWN)*, HCCA's weekly email newsletter
- HCCAnet, the online social network for healthcare compliance professionals
- Member discounts
- Certification through the Compliance Certification Board (CCB)®
- And more!

Learn more and join today at
hcca-info.org

Sponsors & exhibitors in 2017

ACFE

ACL Services Ltd

Aegis Compliance & Ethics Center LLP

AHIA

AHIMA

Altegra Health

American Health Lawyers Association

Arizona State University College of Nursing & Health Innovation

Aruvio, Inc.

Aviacode

Barnes & Thornburg

Beacon Healthcare Systems

Berkely Reasearch Group

Bloomberg Law

The Bonadio Group

Bottomline Technologies

Captain Integrity

CARF International

CBIZ KA Consulting Services

Certiphi Screening, Inc.

Champion Healthcare Technologies

Clifton Larson Allen

The Coding Network LLC

Cognetyx Inc

Coker Group

Compliance Wave LLC

ComplianceLine, Inc.

Compliatric

Comply Assistant

Comply Guys

Contract Guardian/ Rippe & Kingston

CORL Technologies

Crowe Horwath

CynergisTek

DataFile Technologies

Deloitte

Doctors Management LLC

Drexel University Online

ECRI Institute

EverCheck

FairWarning Inc

Focal Point Data Risk

FTI Consulting

GeBBS Healthcare Solutions

The George Washington University

GHX

GNYHA Ventures Inc

Hayes Mgmt Consulting/ MD Audit

HBMA

HCCS – A HealthStream Company

Health Endeavors

Health Forum

Health Information Associates

HealthCare Appraisers

Healthcare Compliance Recruiting

Healthcare Cost Solutions

Healthcare Resource Group

HealthDOX

Healthicity

HIPAA Solutions

HospitalPortal.net

Huron Consulting Group

Iatric Systems Inc

iContracts

IMA Consulting

INCompliance

Integrity Management Services, Inc.

Intersect Healthcare

Iron Mountain

Kinney Management Services

KIWI-TEK

KPMG

Language Services Associates, Inc

Litmos Healthcare

Lockpath

Loyola University Chicago School of Law

LTC Integrity

Maize Analytics LLC

MatchWare

MCN Healthcare

MD Ranger Inc

MedeAnalytics

MediTract

MetricStream

Mitchell Hamline School of Law

MRO

NAVEX Global

Nelson Mullins Riley & Scarborough

NetDimensions Healthcare

Ntracts LLC

Nuance Communication Inc.

Osprey Software

Panacea Healthcare Solutions Inc

Physician Advisor On-Call

Pinnacle Healthcare Consulting

Policy Medical

Post Acute Advisors

Precheck

PricewaterhouseCoopers

Protenus

Protiviti

ProviderTrust

RADAR

RDAssociates

Reimbursement Management Consultants

REVEAL/md – Fi-Med Management

Ricoh

SAI Global

SDFI – TeleMedicine LLC

SecurityScorecard

SnapComms

Softek Illuminate, Inc.

STOPit Solutions

Strategic Management Services

Streamline Health

Streamline Verify

Sunstone Consulting

SureCheck USA

TeachPrivacy

United Audit Systems, Inc.

Verify Comply

Verisys

Visante

Widener University Delaware Law School

WinMagic

Wolters Kluwer

YouCompli

Zebu Compliance Solutions

Terms and conditions

To ensure a successful exhibiting and/or sponsoring experience at the Health Care Compliance Association's (HCCA's) conference, please read the following Exhibitor & Sponsor Terms and Conditions ("Terms and Conditions") carefully. By submitting a booth space or sponsorship application, exhibitors and sponsors agree to abide by these Terms and 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 and 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 Compliance Institute.

1. Eligibility to exhibit. Exhibitors' products and services must be relevant to the healthcare 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 the 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. Space assignment. All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. HCCA reserves the right to make such modifications as may be necessary to meet the needs of the Exhibitors and the exhibit program.

(a) The first opportunity to reserve booth space for the 2018 HCCA Compliance Institute is at the 2017 HCCA Compliance Institute. This on-site selection is based on the HCCA Priority Point System.

Space assignments for the 2018 Compliance Institute are based on a priority point system using the following criteria:

- One (1) point per 10'x10' space at the 2017 HCCA Compliance Institute.
- Five (5) points for participation as a Platinum Sponsor of the 2017 HCCA Compliance Institute.
- Four (4) points for participation as a Gold Sponsor of the 2017 HCCA Compliance Institute.
- Three (3) points for participation as a Silver Sponsor of the 2017 HCCA Compliance Institute.
- Three (3) points per Platinum Sponsorship of a national HCCA conference from April 2016–March 2017.
- Two (2) points per Gold Sponsorship of a national HCCA conference from April 2016–March 2017.
- One (1) point per Silver Sponsorship of a national HCCA conference from April 2016–March 2017.
- One (1) point per table top space at a national HCCA conference from April 2016–March 2017.
- One (1) point per sponsorship or exhibit for each set of 3 regional conferences from April 2016–March 2017.
- Date HCCA receives exhibitor application (tie-breaker).

A priority point list is created for each year's space assignments in descending order from highest point total. The company with the highest point total will select space first, followed by the consecutive companies in descending point total order. The order of selection will be based on the accrued priority points. The exhibitor with the highest number of acquired points will choose booth space first and so on. Each company has a maximum of 5 minutes to select booth space from a live floor plan. You must be ready to select your booth when your company name is called or you will be passed. Prior to leaving on-site booth selection, your company representative will receive a confirmation letter with your booth number. If an exhibitor misses their scheduled meeting time, they will be accommodated as the booth selection schedule allows at the end of the scheduled time slot they arrive in.

(b) After on-site space selection, booth space reservations will be open to the public and space will be assigned on a first-come, first-served basis by the date the booth space contract and deposit are received. If an exhibitor's first selection of space has already been assigned, HCCA will allocate the next-best available space. Upon receipt of contract and deposit, space assignment(s) will be sent within five to seven business days. If the exhibit hall space is sold out, notification will be made immediately by phone and the organization applying to exhibit is placed on a waiting list. HCCA assumes that the exhibit space assignment is accepted unless HCCA receives a written denial within 7 days of notification. Assignments made within 30 days of the start of the conference are assumed to be final at the time that they are made. Date of notification is the date HCCA emails the notification. HCCA reserves the right to modify the floor plan or move the exhibitor's booth location to accommodate floor plan configuration or traffic flow.

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 conference guide 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. Exhibitor/sponsor-hosted functions. Only exhibiting companies and sponsors may host functions at the conference. Functions may not be scheduled at times that conflict with conference sessions or receptions.

Terms and conditions

6. Cancellation

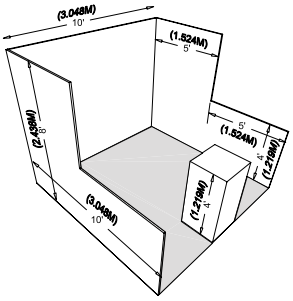
(a) Cancellation or Reduction of Booth by HCCA. An exhibitor's failure to submit payment can result in the cancellation of the assigned space. In addition, HCCA has the right to cancel, reduce, or redistribute allocated booth space upon reasonable cause or due to events that make performance impossible. 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. In the event the meeting is cancelled due to disasters, strikes, government regulations, or causes preventing its scheduled opening or continuance, HCCA and its exhibitors agree that this agreement will be terminated. Considering expenditures and commitments already made, HCCA will determine refunds on an equitable basis.

(b) Show cancellation policy. The parties agree that if the HCCA Compliance Institute 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 jute 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/Sponsor. A 50% deposit is required for all booth rentals and sponsorships. Balance must be paid in full by 3/16/2018. Cancellation fee for exhibit space and/or sponsorships is the 50% deposit if cancelled before 3/16/2018. No refunds will be made after this date. Deposits are non-refundable.

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. An in-line booth is one or more standard 10′ x 10′ units arranged in a straight line. In-line booths have only one side exposed to an aisle. The maximum height of 8′ is allowed on the back wall and the rear half of the booth space, with a 4′ height restriction imposed on all materials in the remaining space forward to the aisle. The maximum back wall height limitation of 8′ includes signs, company name, logo, or product information.



Regardless of the number of in-line booths used (e.g., 10′ x 20′, 10′ x 30′, etc.) display materials should be arranged so they do not obstruct sight lines of neighboring exhibitors. Each in-line booth will have an 8′-high draped back wall and 3′-high draped dividers defining the sides of the space. The backside of an in-line booth must not be visible and must not be used for storage.

Corner Booth. A corner booth is a linear booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for linear booths apply.

Island Booth. An island booth is any size booth exposed to aisles on all four sides. All other guidelines for linear booths apply.

Dimensions. An island booth is typically 20 feet by 20 feet.

Use of Space. The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16 feet to 20 feet (4.88 meters to 6.10 meters), including signage.

9. Registration and housing. Registration information will be available on the HCCA website. Exhibitors are encouraged to book their hotel rooms through the HCCA's room block at the conference venue.

10. Meeting rooms. To request meeting room space, please contact the HCCA.

11. Exhibitor service kit. All exhibitors receive an exhibitor service kit electronically, including order forms for ancillary services at the conference.

12. Union. Local union jurisdiction applies. Detailed information will be provided to exhibitors in the Exhibitor Service Kit.

13. Security. Although security guard service may be furnished, neither HCCA nor the Facility will be responsible for damage to, loss, or theft of property belonging to any exhibitor, sponsor, their agents, employees, business invitees, visitors, or guests. Security information will be available in the Exhibitor Service Kit.

14. 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.

15. 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.

16. 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.

Terms and conditions

17. 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

18. 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.

19. Mergers. In the event of a merger of two or more exhibiting or sponsoring companies, the following rules will apply: One main contact will be designated by the purchasing company to HCCA, for all related correspondence and questions. The exhibiting or sponsoring company will have one identity in the on-site conference guide. A courtesy listing (example: ABC Company, see WorldAlliance), within one year of the acquisition or merger, will be provided if requested in writing. The same cancellation policy of fees and dates will apply to mergers regardless of the ability of HCCA to resell the booth space. Priority Points will not be combined for companies that merge. This allows the company with the highest point total to keep the priority ranking they have achieved.

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

21. Promotion during conference. Exhibitors are not allowed to place brochures, stickers, signs, pens, posters, or marketing materials anywhere other than within their own booth space.

22. 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 provisions shall apply. Exhibitors may request either a business card or may scan attendee badge barcodes using lead retrieval equipment to obtain contact information for follow-up. For Barcode Lead Scans, HCCA agrees to release to the exhibitor, where it is authorized to do so, attendee name, title, company, work postal mailing address, work phone, fax and e-mail, as provided by the attendee. Unless otherwise individually agreed with each attendee, exhibitors shall (i) use attendee information in accordance with each attendee's reasonable expectations, (ii) limit the use of attendee information to contacting each attendee no more than twice and no later than within 30 days following the exhibition, (iii) put in place reasonable technical and organizational measures to ensure the security of attendee information, (iv) comply with the rights of attendees including any opt-out requests, (v) not transfer attendee information to any third party outside the exhibitor's group of companies, and (vi) comply with all applicable laws in relation to the use of attendee information. 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 on the terms of our Conference Attendee List One-Time Use License. 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.

23. Children. Due to health and safety considerations, children under the age of 18 will not be admitted to the exhibit program or educational sessions.

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

25. 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 artowrk (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.

26. Music licensing.

(a) Exhibitor and HCCA acknowledge that any public performance of music during the Event requires a license. Exhibitor agrees to secure all licenses required for all such performances which occur in any area of the Hotel exclusively reserved for Exhibitor's use, including in an exhibit booth or sponsor area. Exhibitor shall also cause its subcontractors to secure all licenses for their public performances of music. For purposes of this provision, a public performance is one that occurs "in a place open to the public or at any place where a substantial number of persons outside of a normal circle of a family and its social acquaintances is gathered."

(b) The foregoing provision applies to all public performances of music, including but not limited to live performances, as well as performances over television, radio, and by Internet or digital wireless service.

(c) Should Exhibitor use television, movies, video, or other media in its exhibit booth or sponsor area (irrespective of whether music is incorporated in such media), Exhibitor shall also be required to secure all other licenses required by law for such performances.

(d) If HCCA is contacted after the Event by a performing rights society or another entity seeking license fees for the unauthorized public performance of music or other media in an area exclusively used by Exhibitor, Exhibitor shall promptly either: (i) pay the applicable license fees within ten (10) days of notification; or (ii) contest the validity of the request for license fees, in which case Exhibitor shall indemnify, defend, and hold HCCA harmless from and against any claims, demands, judgments or liabilities arising from the failure to promptly pay all fees when due. This provision shall survive termination of this Agreement.

27. Exceptions. Any request for exceptions to these Terms and 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 and Conditions in its sole discretion.

Application

EXHIBIT · SPONSOR · ADVERTISE

HCCA's 22nd Annual Compliance Institute · April 15–18, 2018 · ARIA · Las Vegas, NV

Contact Information (please print)

Company name

Address

City State Zip

Phone

Website address

Contact person

Contact person's title

Contact person's email

Authorized signature

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.

Logistics Coordinator (please print)

Full name

Email

Phone

Sponsorship Opportunities

PLATINUM LEVEL

- ☐ CI mobile app $20,000
- ☐ Tweet wall $20,000
- Coffee mugs ..... SOLD
- ☐ Internet café $20,000
- Fitness Challenge: Sponsor 1 ..... SOLD
- ☐ Fitness Challenge: Sponsor 2 ..... $20,000
- ☐ Attendee lunch: Monday $20,000
- ☐ Professional headshot station $20,000
- ☐ Networking reception: Sunday $20,000
- ☐ Networking reception: Monday $20,000
- Tote bags ..... SOLD
- ☐ Travel umbrella $20,000
- ☐ Water bottles $20,000
- ☐ Notepads $20,000
- ☐ Padfolios $20,000
- ☐ T-shirts $20,000

GOLD LEVEL

- ☐ Conference Guide $17,000
- ☐ Continental breakfast: Monday $17,000
- ☐ Continental breakfast: Tuesday $17,000
- Badge holder lanyards ..... SOLD
- ☐ Flat flashlights $17,000
- ☐ Highlighters $17,000
- ☐ Hotel room keys $17,000
- ☐ Pens $17,000
- ☐ Seated massage station $17,000
- ☐ Microfiber cleaning cloth $17,000

SILVER LEVEL

- ☐ Aero-safe travel kit $13,000
- ☐ Antibacterial hand sanitizer $13,000
- ☐ Luggage ID grip $13,000
- ☐ Mobile phone charging station $13,000
- ☐ Refreshment break (1 break) $13,000
- ☐ Session room signage $13,000
- ☐ Volunteer project $13,000

BRONZE LEVEL

- ☐ BINGO cards $7,500
- ☐ Can Koozies® $7,500

TOTAL $ _____

Advertising Opportunities

- ☐ **Pre-registration list** (postal address only) $500
- ☐ **Conference Guide Half-Page Ad:** Company-provided ad $1,500
- ☐ **Attendee Tote Bag Insert:** Company-provided marketing material in all attendee tote bags $3,000

TOTAL $ _____

Booth Rental (2 Exhibit Hall badges per 10x10 space included)

☐ Tabletop Booth Rental	☐	@ $2,895	$ _____
☐ 10' x 10' Booth Rental	☐	@ $2,895	$ _____
☐ 10' x 10' Corner Booth	☐	@ $3,295	$ _____
☐ 20' x 20' booth rental	☐	@ $11,795	$ _____
☐ Additional personnel	☐	@ $400	$ _____

TOTAL $ _____

Booth choice (see floor plan for location numbers):

1st choice: _____ 2nd choice: _____ 3rd choice: _____

4th choice: _____ 5th choice: _____ 6th choice: _____

Please list any companies you would rather not be near.
Check compliance-institute.org for a list of current exhibitors:

Billing Information

TODAY'S DEPOSIT $ _____ **(out of TOTAL $**_____**)**

◯ BY MAIL: Enclose application and check payable to HCCA:
HCCA, 6500 Barrie Road, Suite 250, Minneapolis, MN 55435
PHONE 888-580-8373 • FAX 952-988-0146

◯ BY FAX: 952-988-0146—I authorize HCCA to charge my credit card

◯ INVOICE

Due to PCI Compliance, please **DO NOT provide any credit card information via email**. You may email the application (without credit card information) and call HCCA at 888-580-8373 or 952-988-0141 with the credit card information.

CREDIT CARD: ◯ AmericanExpress ◯ Discover ◯ MasterCard ◯ Visa

Credit card account number

Credit card expiration date

Cardholder's name

Cardholder's signature

50% deposit is required for all booth rentals and sponsorships. Balance must be paid in full by March 16, 2018. Deposits are non-refundable. Full payment is required on applications received after March 16, 2018.

Questions? Email Lori Dahmes:
lori.dahmes@corporatecompliance.org

CI0418

OFFICE USE ONLY
Date received ____ **By** _____