



SPONSOR & EXHIBITOR PROSPECTUS



American Association of Healthcare
Administrative Management

*Empowering the future of healthcare
revenue cycle excellence.*

NOVEMBER 12-14, 2024 • WORTHINGTON RENAISSANCE

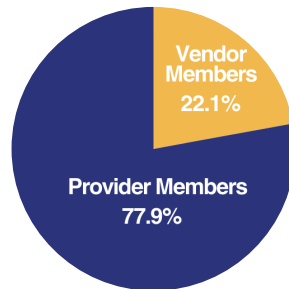


WHO IS AAHAM?

The American Association of Healthcare Administrative Management (AAHAM) is the premier professional organization in healthcare administrative management. Your one-stop resource center for information, education, and advocacy in the areas of reimbursement, admitting and registration, data management, medical records, patient relations and so much more.

AAHAM MEMBERSHIP

1,854 members at
728 organizations



SOCIAL MEDIA FOLLOWERS



3.5k
FOLLOWERS



911
FOLLOWERS



277
FOLLOWERS



5k
FOLLOWERS



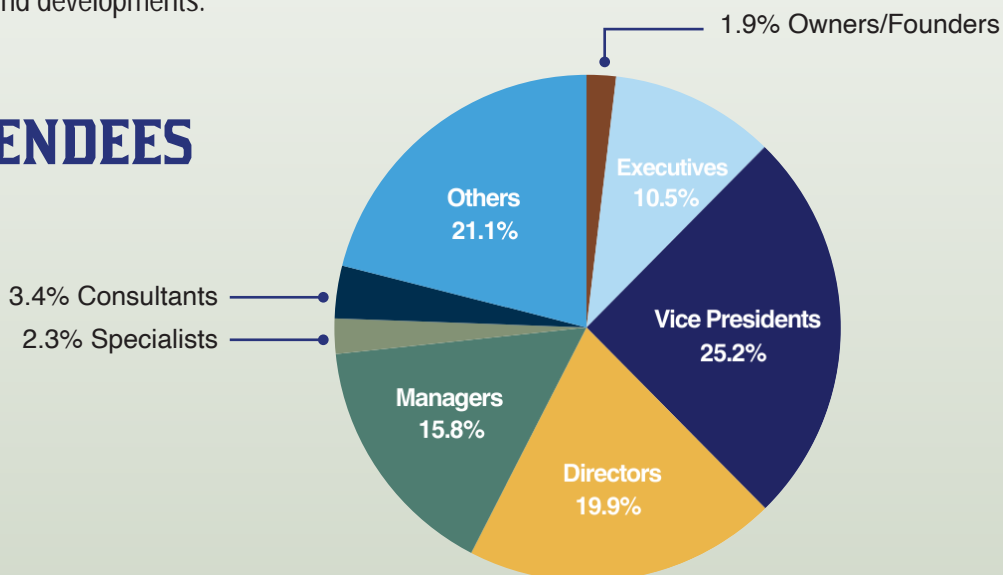
HOTEL

The 2024 ANI is at the **Worthington Renaissance, Fort Worth, TX**. A special rate of **\$239/night** plus tax has been arranged for a limited number of rooms. The discounted room rate is available until October 20, 2024, or when the block of rooms fills up, whichever comes first. The discounted rooms are available on a first-come, first-served basis; after that the hotel will accept reservations on a space-available basis. Exhibitors and sponsors are encouraged to stay at the ANI hotel. For more information or to make a reservation, visit aaham.org/page/ANI.

WHY SPONSOR/EXHIBIT AT AAHAM 2024 ANI?

- **ACCESS** the right individuals working in healthcare administrative management. You'll gain access to revenue cycle professionals working as: CFOs, Billing Directors, Patient Access, Medical Billers, Medical and Physician Office Directors, Compliance Officers, Registration Managers and Consultants.
- **STRENGTHEN** your brand exposure, name recognition, and your relationship with current clients. Reinforce your position in the market by demonstrating product solutions and services.
- **NETWORK** to make new meaningful connections, enhance professional growth and collaborate on industry trends and developments.

2023 ANI ATTENDEES



THANK YOU TO OUR 2023 ANI SPONSORS!



2024 ANI SPONSORSHIPS

	DIAMOND LEVEL \$50,000	PLATINUM LEVEL \$10,000	GOLD LEVEL \$7,500	SILVER LEVEL \$5,000	BRONZE LEVEL \$3,000	EXHIBIT ONLY Level
Board of Directors Meeting Sponsor Package 15 minute company presentation and literature at each seat	✓					
Complimentary Full Conference Registrations	5 \$3,395 value	3 \$2,037 value	2 \$1,358 value	1 \$679 value	50% off Reg. \$340 value	1 \$679 value
Complimentary Tabletop Exhibit Space	1 \$2,000 value					
Company Logo Conference Website, Conference Emails, Mobile App, On-Site Signage	✓	✓	✓	✓	✓	Mobile App
Digital Ad in the <i>Journal of Healthcare Administrative Management</i>	Full Page 4 Months \$3,600 value	Full Page 3 Months \$2,400 value	Full Page 2 Months \$1,600 value	Full Page 1 Month \$800 value	Half Page 1 Month \$400 value	
Attendee Registration List Opt-ins Only Name, Email, Organization, Title	Pre & Post	Pre & Post	Pre & Post	Post	Post	Post
Banner Ad on AAHAM Website Rotating Banner	3 months \$10,500 value	2 months \$7,000 value	1 month \$3,500 value	1 month \$3,500 value		
Dedicated Email Blast Content provided by sponsor, sent by AAHAM	3	2	1			
Push Notifications in Mobile App Content provided by sponsor	2	1				
Social Media Posts on AAHAM Social Channels LinkedIn, Facebook, X, Instagram	2	1				

Companies may only be recognized at one level, benefits do not accumulate, and support is calculated based on AAHAM 2024 Annual National Institute sponsorship and advertising support only (not including exhibit or registration fees)



SPONSORSHIP OPPORTUNITIES

► Platinum Level Sponsor | \$10,000

- **Closing Celebration with Entertainment**
Close out ANI with the most anticipated networking event with this exclusive sponsorship hosted on the rooftop of the Worthington Renaissance! Includes your company logo on all closing celebration promotions, on-site signage, branded napkins with your company logo, and a branded specialty cocktail.
- **Opening Keynote Speaker (Tuesday)**
Includes 2-minute speaking opportunity at the start of the session and company literature at each seat.
- **Panel Session (Wednesday)**
Includes 2-minute speaking opportunity at the start of the session and company literature at each seat.
- **Closing Keynote Speaker (Thursday)**
Includes 2-minute speaking opportunity at the start of the session and company literature at each seat.
- **Session Tracks** | Choose 1 option: Leadership/Strategy, Revenue Cycle, Operations
Includes 60-second speaking opportunity at the start of each session in the chosen track and company branding on all session signage in chosen track.



► Gold Level Sponsor | \$7,500

- **American Flags in Celebration of Veterans Day (3 available)**
Your company logo on packaging of 3' x 5' flags that will be in attendee tote bags. A moment of silence will be held during Wednesday's General Session followed by a photo opportunity for all attendees to wave their flags.
- **ANI Mobile App** **SOLD**
Showcase your company name and brand in the center of the attendees' experience, as well as gaining outstanding additional marketing benefits.
- **Attendee Tote Bag (2 available)**
Get high visibility with your company logo on one side of the tote bag that attendees will receive at registration, co-branded with the AAHAM logo and your company literature in the tote bag.
- **Drink Tickets**
Enhance the evening receptions with branded drink tickets! Each full conference registrant will receive 2 drink tickets branded with your company logo.
- **Hotel Key Cards**
Unlock brand visibility and position your brand in the hands of attendees during their stay! Custom hotel room key cards with creative designs by your company that attendees will receive at check-in. Drive traffic to your booth with this exclusive opportunity by including your booth number!
- **Lanyards (2 available)**
Your company logo prominently displayed around every attendee's neck! Lanyards will be co-branded with the AAHAM logo.
- **Opening Networking Reception**
Set the tone for the 2024 ANI with this exclusive sponsorship opportunity and welcome attendees on Tuesday evening's kickoff event in the exhibit hall! Includes branded napkins with your company logo and a branded specialty cocktail.
- **Wi-Fi**
Be at the forefront of every attendee's online experience with prominent recognition across all digital touchpoints! Includes dedicated network names, logo branding on login screen and signage.

SPONSORSHIP OPPORTUNITIES

Silver Level Sponsor \$5,000

- **Attendee Notepad (2 available)**
Each attendee will receive a notepad personalized with your company logo.
- **Buffet Lunch (2 available)**
Choose Wednesday or Thursday buffet lunch which includes branded napkins at buffets and table tents throughout the seating area.
- **Headshot Lounge**
Frame your brand as the sponsor of the Headshot Lounge in the Exhibit Hall.

Custom Sponsorships

What sponsorship activation works for your company? Bring us an idea and we'll create a custom opportunity for you!

CONTACT Gary Baker at gbaker@aaham.org

Bronze Level Sponsor \$3,000

- **Caricature Artist**
Be the bold face of fun by highlighting your brand as the Caricature Artist sponsor! Digital caricature drawings branded with your logo.
- **Coffee and Snack Breaks (3 available)**
Sponsor the conference pick-me-ups with branded coffee sleeves! Choose from AM or PM Breaks on Wednesday or AM Break on Thursday.
- **Outdoor Games**
Sponsor Cornhole, Giant Jenga, and Connect 4 at the Closing Celebration. Signage, table for your company literature, and opportunity to provide a prize for winners.
- **Sponsor Provided Welcome Gift (5 available)**
Supply a sponsor provided item that will go in attendee tote bags given out at registration. Sponsor provided item must be approved by AAHAM.

DIGITAL ADVERTISING

Confirmation Email | \$2,000

Banner ad in the confirmation email that will go to all registered attendees immediately after they register.

Know Before You Go Email \$2,000

Banner ad in the Know Before You Go email to all registered attendees prior to arrival at ANI.

Registration Brochure | \$2,500

Highlight your company with a full page ad in the 2024 ANI Registration Brochure which will be prominently displayed on the ANI website and emailed to AAHAM members.

AAHAM 2024 ANI EXHIBIT

TOP 3 REASONS ATTENDEES VISIT THE EXHIBIT HALL

To learn about new products or services

To connect with a supplier whose product they currently use

To compare products or services of interest

EXHIBIT PRICING

Early Bird: \$2,000
(Price through July 31, 2024)

Standard: \$2,500
(Price starts August 1, 2024)

Exhibitor Benefits:

AAHAM offers our valued exhibitor partners a complete package, **including** the following value-added services:

- Each carpeted space includes: (1) 6' skirted table, (2) chairs, and (1) standard identification table tent with your company name.
- 1 complimentary, full conference registration includes access to all general, breakout and networking sessions; and all meal functions.
 - Additional full conference registrations are \$679 and booth personnel are \$450. Booth personnel are only able to attend events in the exhibit hall (includes Tuesday Opening Reception).
- Post-con attendee list with name, title, organization, and email
- Exhibitor profile listing in the ANI mobile app
- Opportunity to hold raffles at your booth
- Opportunity to participate in the Attendee Passport Contest
 - Attendees can collect stamps each time an Exhibitor uses the mobile app lead retrieval to scan the attendee QR code
- Early booth rate for 2025
 - Lock your 2025 exhibit space in at the 2024 rate and get first choice at a booth location

* Electric and internet are additional, and information will be included in the Exhibitor Services kit. It is the exhibitor's responsibility to place their order directly with the provider.

Exhibitor Hours:

TUESDAY, NOVEMBER 12, 2024

9:00 am - 2:00 pm Exhibitor Move-in
2:30 pm - 6:00 pm Exhibit Hall Open
4:00 pm - 6:00 pm Opening Networking Reception in the Exhibit Hall

WEDNESDAY, NOVEMBER 13, 2024

9:00 am - 4:00 pm Exhibit Hall Open
9:30 am - 10:15 am AM Break in the Exhibit Hall
11:45 am - 1:00 pm Lunch in Exhibit Hall
3:00 pm - 3:30 pm PM Break in the Exhibit Hall

THURSDAY, NOVEMBER 14, 2024

9:00 am - 1:30 pm Exhibit Hall Open
9:30 am - 10:15 am AM Break in the Exhibit Hall
12:15 pm - 1:30 pm Lunch and Raffle and Prize Drawings in the Exhibit Hall
1:30 pm - 6:00 pm Exhibitor Move-out

[View Floor Plan](#)

SPONSOR AND EXHIBITOR CONTRACT

Please list your company name and website as you wish them to appear in official programs and on the AAHAM website.

Company Name: _____

Phone: _____

Address: _____

Website/URL: _____

City, State, Zip: _____

Primary Contact: This person will be the primary contact for your organization and will receive all AAHAM communications.

Contact Name: _____

Contact Office Phone: _____

Contact Title: _____

Contact Mobile Phone: _____

Contact Email: _____

Exhibit Space Preference: Please provide us with your preferred location

[VIEW AVAILABLE EXHIBIT SPACE](#)

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

AAHAM cannot guarantee exact booth location and has right to alter the floor plan and/or reassign any exhibit location if deemed necessary for the good of the event.

Exhibit:

☐ **Early Bird** (Pricing through July 31, 2024) | **\$2,000**

☐ **Standard** (Pricing starts August 1, 2024) | **\$2,500**

Sponsorship Opportunities:

☐ Platinum Level Sponsor | \$10,000

☐ Gold Level Sponsor | \$7,500

☐ Silver Level Sponsor | \$5,000

☐ Bronze Level Sponsor | \$3,000

☐ Custom Sponsorship | \$ _____

Advertising Opportunities:

☐ Confirmation Email | \$2,000

☐ Know Before You Go Email | \$2,000

☐ Registration Brochure | \$2,500

Fee Summary:

Exhibit Booth(s): \$ _____

Sponsorship: \$ _____

Advertising: \$ _____

Total Amount Due: \$ _____

Payment Summary:

☐ Invoice me for payment by check

☐ Invoice me for payment with secured payment link

☐ Invoice me for payment by wire transfer | AAHAM charges a flat fee of \$25.00 USD for all payments made by wire transfer to cover fees.

☐ Please charge my credit card below:

☐ Visa ☐ Mastercard ☐ American Express

Name on Card _____

Billing Address _____

City _____ State _____ Zip _____

Credit Card Number _____

Exp. Date _____ CCV _____

Signature _____

Sponsorship and Exhibit Application Terms

1. The undersigned agrees to pay 100% of all fees per the terms of this application made payable to American Association of Healthcare Administrative Management.
2. To reserve a sponsorship a minimum deposit of 50% is required.
3. Any company requesting to pay later than net 30 days after the receipt of invoice, agrees to pay a deposit in the amount equivalent to the cancellation fee.
4. There is a cancellation fee for exhibitors and sponsors of 50% of the total fee.

5. All cancellations must be submitted to AAHAM in writing and should be submitted to Gary Baker at Gbaker@aaHAM.org. The date of receipt of supporter's written notice of cancellation will be considered the official cancellation date. If support is canceled on or before August 7, 2024, 50% of the total fee will be refunded.
6. Any company who cancels after August 7, 2024, will be responsible for the total cost. Absolutely NO refunds for cancellations after August 7, 2024.

In signing this application, I agree to conform to the Terms and Conditions the American Association of Healthcare Administrative Management has established, which are hereby made part of this application through the Sponsor and Exhibit Application. This includes policies regarding deposits, partial refunds and cancellation date of August 7, 2024.

Signature _____ Print Name _____

TERMS AND CONDITIONS

1. AAHAM will assign tabletop space based upon the order in which applications with full payment are received. No reservations of tabletop space will be accepted over the telephone. All tabletops are shown on the floor plan. AAHAM reserves the right to finalize any revisions, if necessary, to the floor plan. Exhibitors wishing to avoid assignment of space adjacent to a particular competitor should indicate the information on the exhibitor application. Careful consideration will be given to all such requests. Contracts and payments can be processed with a completed application (enclosed) or via the conference website. If mailed, please send the completed contract along with a check to: AAHAM, 1120 Route 73, Suite 200, Mt. Laurel, NJ 08054.
2. The exhibitor will name one individual as the duly authorized representative in charge of the exhibit. This person will assume responsibility for all communications with AAHAM. This individual will receive all official correspondence from AAHAM referring to the exhibit and is responsible for communicating this information to registered personnel from the exhibiting company.
3. AAHAM has sole control over all admission policies at all times. All persons visiting the exhibits or attending any function of the meeting will be required to register and wear an appropriate badge while in attendance. There will be no exceptions to this policy.
4. The installation of exhibits is Tuesday, November 12, 2024, between 9:00 am and 2:00pm. If any exhibitor is not set up by 2:00 pm on Tuesday, November 12, 2024, AAHAM reserves the right to reassign the space to another exhibitor, or make such other use of the space, as deemed necessary or appropriate with no refund to the original contracting exhibitor. Any charges incurred for necessary changes to the unoccupied exhibit tabletop shall be the responsibility of the original contracting exhibitor. The exhibiting schedule (set-up through strike) can be subject to change at any time. The exhibit area will not be open at any other time other than what is specified in the final program schedule. Exhibits are to be kept intact and not broken down until the closing of the exhibit hall on Thursday, November 14, 2024, at 1:30 pm. All exhibits must be fully removed by 6:00 pm on Thursday, November 14, 2024. If exhibits are not removed by that time, AAHAM has the right to remove the exhibits and charge the expense to the exhibitor.
5. Only one (1) exhibiting company is permitted per tabletop. Exhibitors are prohibited from sharing, signing or subletting a tabletop, or any part of the space allotted to them, nor shall they exhibit, or permit to exhibit in their space, any merchandise or advertising materials, which are not part of their regular products.
6. Items distributed from exhibit tabletops should contribute to the educational requirements of the professional attendee. All literature must be distributed within the tabletop space assigned.
7. Children 12 years of age and younger are not permitted on the exhibit floor at any time, including exhibit set up, exhibit show hours and exhibit tear down.
8. Neither the exhibitor nor their agents, employees, contractors, or anyone connected with or authorized by the exhibitor shall conduct or permit any sales of goods or services of any kind in the exhibit area, or in any other facilities provided or controlled by the AAHAM conference in connection with the AAHAM conference. However, order taking is permitted. Furthermore, the exhibitor agrees not to conduct or permit the receipt of legal tender or anything of value for machinery, equipment, goods, and/or services. AAHAM has the right to terminate the exhibitor's rights pursuant to this contract at any time after discovery of a violation of this provision. The exhibitor agrees that, in the event of termination of such violation, AAHAM shall retain as liquidated damages all amounts theretofore paid by the exhibitor. All expenses of removal of an exhibit canceled for the reasons set forth in this provision shall be the responsibility of the exhibitor.
9. The exhibit hall will be locked at all times when the exhibit hall is closed and will exercise reasonable care for the protection of exhibitor's materials and displays. The furnishing of such service is in no case understood or interpreted by exhibitors as a guarantee against loss or theft of any kind. AAHAM or any of its officers, directors or staff, the Hotel, exposition decorator or their agents will not be liable for the safety of the exhibitor's property, his agents, or employees from theft, damage by fire, accident, or any other causes. Exhibitors wishing to insure their exhibit materials, goods, and/or wares of exhibits against theft, damage by fire, accident or loss of any kind must do so at their own expense.
10. AAHAM will provide to the exhibitor as part of the regular tabletop rental fee the following standard tabletop decorations for each exhibit: 1 - 6 foot, draped table, 2 chairs and an identification sign indicating exhibitor's name and tabletop number.
11. Exhibitors or their agents may not allow any articles to be brought into the exhibit hall or permit any act to be done on the premises which will invalidate the insurance or increase the premium on the policies held by AAHAM, the exposition decorator, nor permit anything to be done by their employees through which act the premises, property, or equipment of other exhibitors will be damaged. No signs or equipment of other exhibitors will be damaged. No signs or articles can be affixed, nailed, or otherwise attached to walls, doors, etc. in such a manner as to deface or destroy them. In addition, no attachments can be made to the floors by nails, screws, or any devices that would damage them. All space is leased subject to these restrictions. Violations of these rules will annul the exhibitor contract, and they will be held liable for any damage resulting from such violation.
12. AAHAM reserves the right to decline to permit an exhibitor to conduct and maintain an exhibit if the said exhibitor or exhibit, or proposed exhibit, in the judgment of AAHAM, shall in any respect be deemed unsuitable. This reservation relates to persons' conduct, articles of merchandise, printed matter, souvenirs, catalogs, and any other items, without limitation, that affects the character of the exhibit.
13. Audio presentations must be muffled so noise does not interfere with other exhibitors. Extremely loud noises such as bells, sirens, buzzers, etc., will not be permitted, in order to maintain a businesslike atmosphere.

TERMS AND CONDITIONS

14. The exhibitor shall be responsible for securing any and all necessary licenses or consent for a) any performances, displays, or other uses of copyrighted works or patented inventions, and b) any use of any name, likeness, signature, voice or other impressions, or other intellectual property owned by any third party used, directly or indirectly, by the exhibitor. The exhibitor agrees hereby to indemnify, defend and hold AAHAM harmless from and against any claim of liability and any incident resulting from loss, cost or damage (including costs of lawsuit and attorney's fees) for failure to obtain these licenses or consents and/or for infringements or other violations of the property rights or the rights of privacy or publicity of any third party.
15. No distribution of fresh food and/or beverages from the exhibit tabletops will be allowed. Individually wrapped items are permissible.
16. All efforts to advertise, demonstrate and operate the exhibit must be conducted so as not to trespass on the rights of other exhibitors and visitors.
17. Any unusual tabletop activity outside of the standard sales and product education must be approved by AAHAM.
18. Exhibitors agree not to extend invitations, conduct meetings, host events or otherwise encourage absence of attendees, other exhibitors, or guests from attending the educational sessions, AAHAM social events or exhibit hall during official hours.
19. Violation of any of these regulations on the part of the exhibitor, his employees or agents, shall annul the right to occupy space, and such exhibit will forfeit to AAHAM all monies, which may have been paid. Upon evidence of violation, AAHAM may re-enter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages, which AAHAM may thereby incur.
20. The exhibitor indemnifies and agrees to hold harmless AAHAM and the Hotel and their actions losses, costs, damages, claims and expenses (including attorney's fees) arising from any damage to property or bodily injury to exhibitor, his agents, representatives, or employees by reason of the exhibitor's occupancy or use of the exhibition facilities.
21. All aisles and exhibits must be kept clear at all times, and fire stations and fire extinguisher equipment are not to be covered or obstructed. Absolutely no storage of any kind will be permitted.
22. The Worthington Renaissance will provide the following for the tabletops: carpet, tables, drapery, labor to assemble and dismantle exhibits, and freight. Electrical requirements and internet can be ordered separately through the order forms found in the kit. An exhibitor's service kit will be distributed prior to the meeting with order forms, rates, and instructions on the services provided.
23. Persons must be full-time employees of the exhibiting company or their representatives, in order to set up, decorate or dismantle tabletops. Should assistance be necessary beyond that provided by your employees, then labor must be contracted by a service contractor. Exhibitors may contract the services of installation and dismantling; however, AAHAM must be notified of this arrangement in writing.
 - a. The following is a guideline of the work your company's staff can do:
Transport small items to your tabletop by hand, or with personally owned wheel carts (exposition decorator will not have carts available for exhibitors. All forklifts are operated by the official exposition decorator. A drive-up dock for vehicles is available; access is monitored by the exposition decorator.
 - b. Unpacking and uncrating of boxes, equipment, merchandise, etc.
 - c. Fine-tuning/calibrating your equipment and the interconnection of computers and peripherals.
 - d. After electrical service has been ordered and the power box delivered, you may plug in your own equipment. However, for safety reasons, if your equipment needs to be hard-wired, electricians must do the work.
 - e. The setup of signs/graphics.
24. To ensure proper handling and receiving, shipments should be addressed to the address provided in the exhibitor services kit. All costs involved in transferring the exhibit materials from the hotel to the exhibitor's tabletop will be the responsibility of the exhibitor. Information on shipping methods and rates will be emailed with the exhibitor services kit.
25. Cancellations of exhibit space must be directed in writing to AAHAM, Attn: Gary Baker, 1120 Rt 73 Suite 200, Mt. Laurel, NJ 08054 or via email at Gbaker@aaham.org. Cancellations received by August 7, 2024, will be refunded 50% of the exhibit fee. No refunds will be given for cancellations made after August 7, 2024.
26. In the event of cancellation of exhibits due to fire or the elements, strikes, government regulations, or other causes beyond AAHAM's control, AAHAM shall not be held liable for failure to hold the AAHAM conference as scheduled, and this contract shall not be binding. AAHAM shall determine the amount of the exhibit fees, if any, to be refunded.
27. No exhibitor activities, other than those specified in this contract, shall be scheduled during the time of the official AAHAM program or the scheduled exhibit hours.