

CHIACON23

EXHIBITOR PROSPECTUS



***Empowering Health
Information Professionals
to Impact Health with
Trusted Information***

JUNE 11 - 14, 2023

Westin Rancho Mirage
Golf Resort & Spa
Rancho Mirage, California



CHiA

—AHIMA Affiliate—

California Health
Information Association

ATTENDEE PROFILE

CHIACON is California’s premier event for the health information (HI) community. Join us at CHIACON23 in Rancho Mirage to share innovative and proven solutions for today’s operational challenges. Join California’s HI community including HI directors, privacy and compliance officers, CDI and medical coding professionals and partners who convene as industry leaders to learn and connect during this renowned annual event.

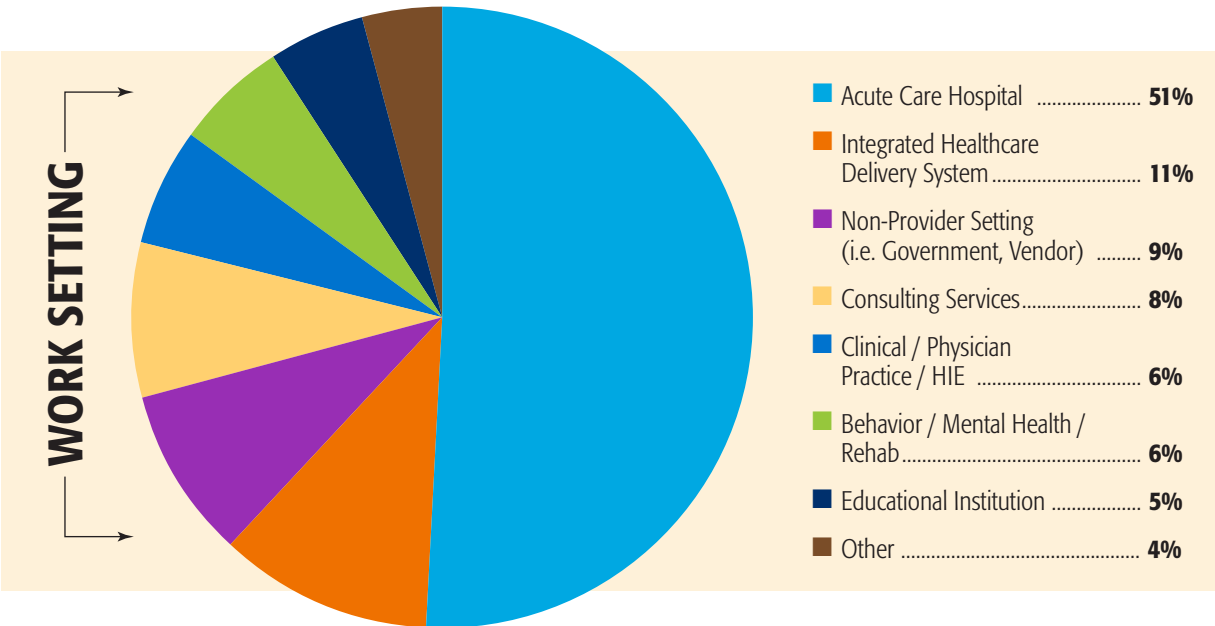
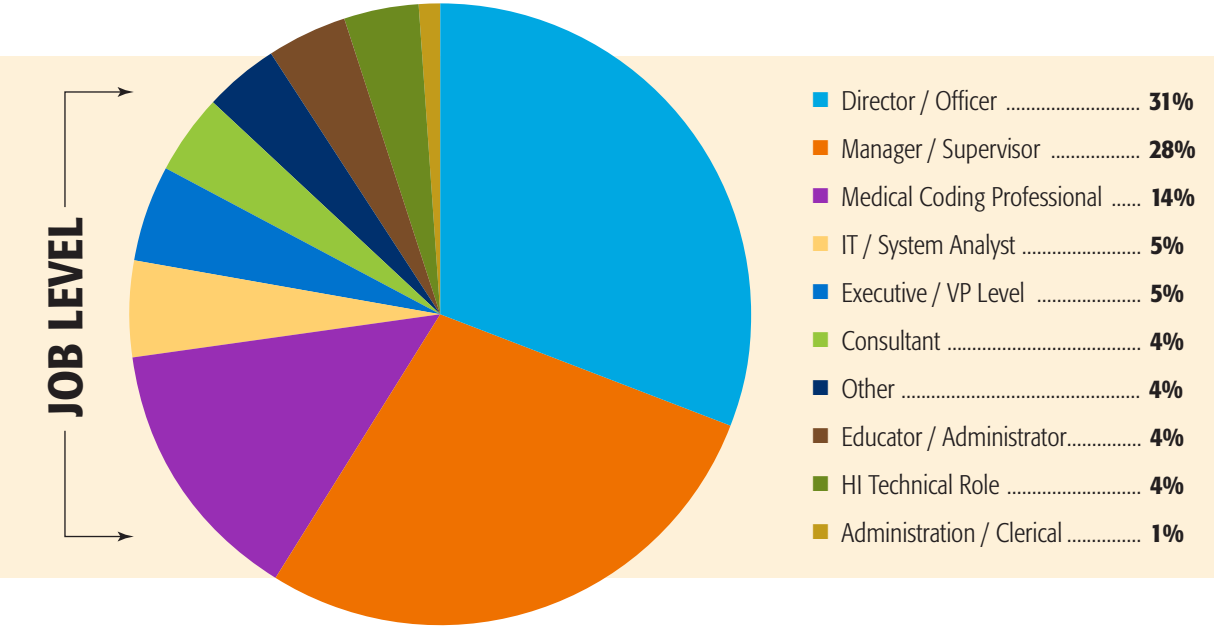


EXHIBIT AT CHIACON



Basic Exhibit Package

\$1,550
Corporate Partners
\$1,750
Non-Corporate Partners

NEW!

Basic Booth Kit

CHIA booth space rental now includes a six-foot skirted table, two chairs and a wastebasket.

Basic Exhibit Package

Basic package includes:

- ▶ Standard 8' d x 10' w pipe and drape wall, 3' high draped side rails
- ▶ 7" x 44" identification sign
- ▶ Basic Booth Kit
- ▶ Up to five company personnel badges with admission to general sessions
- ▶ 25% discount on educational tickets

Table Only Package

Available for first-time CHIA Exhibitors.

Table package includes:

- ▶ Six-foot table and two chairs
- ▶ Two personnel badges
- ▶ Discounted fee \$900

Upgraded Booth Packages

Upgraded booth packages and brand awareness add-on details on page 5.

- ▶ **Upgraded Booths start at \$2,500**
- ▶ **Brand Add-ons start at \$500**

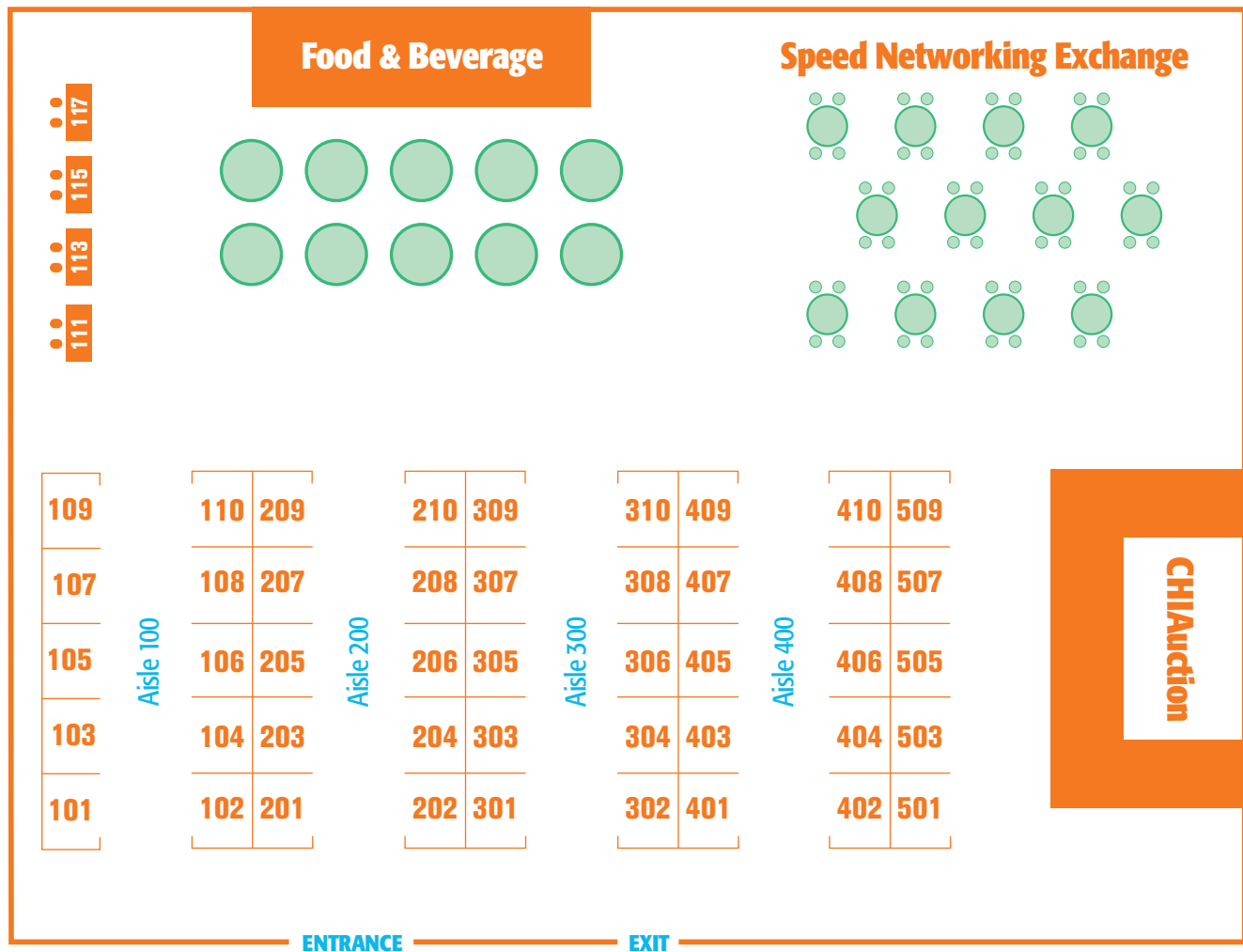
All Exhibit packages include:

- ▶ CHIACON Event App includes Virtual Booth
(Virtual booth allows you to promote your brand awareness before the event, lead retrieval and ability to connect with attendees during the event.)
- ▶ Listing on event entrance unit master signage

Contracts received after April 14 will incur a \$400 fee.

Show decorator will supply a Basic Booth Kit for each exhibiting company who purchases a Basic Booth Package or Upgraded Booth Package. The Exhibit Hall is carpeted. Refer to the Exhibitor Services Kit for other rental information, including power, additional furniture, and drayage. Order in advance for best pricing. No credits will be offered for unused booth kits. The Exhibitor Services Kit is online, and access will be emailed to pre-show contact ahead of the event. Steele Tradeshow Services (STS) is CHIA's official show decorator. Contact STS at (760) 360-7722 for more information.

EXHIBIT FLOOR PLAN



*Floor plan not to scale.

View available booth locations at
CaliforniaHIA.org/exhibit-opportunities

VENUE INFORMATION

Convention & Exhibit

The Westin Rancho Mirage Golf Resort and Spa
 71333 Dinah Shore Drive
 Rancho Mirage, California 92270

Lodging Reservations

Hotel Room Block available early March 2023
 Special CHIA Group Rate: \$169
 Resort fee discounted to \$10 per night

UPGRADED BOOTH PACKAGES



The California Health Information Association invites exhibitors to join us for CHIACON23 June 11–14. Maximize the impact of your participation with upgraded exhibit booth packages and exciting new sponsorship opportunities.

	PLATINUM ↓	GOLD ↓	SILVER ↓
CORPORATE PARTNER RATE	\$5,000	\$3,700	\$2,300
REGULAR RATE <small>*Platinum and Gold Packages include Corporate Partnership (CP).</small>	\$5,500*	\$4,200*	\$2,500
LIVE DIRECT PROMOTION • Speed Networking Exchange - One-on-One appointments with key decision makers • Additional 8' x 10' booth space	Yes Yes	Yes	
INCREASE BRAND AWARENESS • Recognition with logo at designated events • Exhibit Hall morning break sponsorship • Welcome Reception dedicated sponsorship table • CHIACON Celebration Party sponsorship; includes two guest tickets	Yes Yes Yes	Yes Yes	Yes
DIRECT PROMOTION • Recognition with logo at designated events • Sponsor ribbons • Event App push notification/email announcements • One-minute pre-recorded infomercial - educational session introduction	Yes Yes 2 General & Track	Yes Yes 1 Track	Yes Yes Track
ATTEND CHIACON • Complimentary Full Registration Package • Five (5) discounted education packages (Full or Single-Day)	2 50%	1 50%	50%
EVENT MARKETING TO 7,000+ HI PROFESSIONALS • Recognition includes company logo on all event communications including CHIA eBulletins, social media postings, website and more	Yes	Yes	Yes
CHIA WEBSITE/EMAIL ADVERTISING • Sponsor provided email banner ad • Sponsor provided six-month website banner ad	2 Yes	1	1

All upgraded booth packages include Basic Exhibit Package as noted on page 3.

BRAND AWARENESS

Consider an add-on to enhance your company brand. Add-on options start at \$500 as noted on page 6.

EXHIBIT HALL HOURS

Sunday 12:30 pm – 4:00 pm Exhibit Booth Setup

4:00 pm – 5:00 pm Pre-show Exhibitor Meeting

Monday 7:00 am – 8:30 am Exhibit Hall open with Continental Breakfast

11:30 am – 1:00 pm Exhibit Hall open

2:30 pm – 4:00 pm Exhibit Hall open & Speed Networking Exchange

Tuesday 7:00 am – 8:30 am Exhibit Hall open with Continental Breakfast

8:30 am – 9:00 am 2024 Booth Selection Meeting

11:30 am – 1:00 pm Exhibit Hall open

1:00 pm – 4:00 pm Dismantle Exhibit Hall

EXHIBIT PACKAGE CONTRACT

Company Name: _____

Pre-show and Billing Contact Information for Exhibitor Correspondence: Pre-show correspondence, attendee lists and receipts will be sent via email. Please keep CHIA apprised of any pre-show contact changes. Submit changes to **Exhibit@CaliforniaHIA.org**.

Preferred Booth Selection:

1st Choice(s): _____

2nd Choice(s): _____

Pre-show Contact _____ Address/Suite _____
Title _____ City/State/Zip _____
E-mail _____ Phone () _____ Ext. _____

Select Exhibit Booth Package

- | | Corporate Partner | Regular |
|------------------------------------------------------------|-------------------|----------|
| <input type="checkbox"/> Platinum Package | \$5,000 | \$5,500* |
| <input type="checkbox"/> Gold Package | \$3,700 | \$4,200* |
| <input type="checkbox"/> Silver Package | \$2,300 | \$2,500 |
| <input type="checkbox"/> Basic Package | \$1,550 | \$1,750 |
| <input type="checkbox"/> Additional Booth Space (8' x 10') | \$1,000 | |
| <input type="checkbox"/> Table Only Package** | \$800 | \$900 |
| <input type="checkbox"/> Late Fee Received after April 14 | \$400 | |

Exhibit Booth Package Total\$ _____

*Includes Annual CHIA Corporate Partnership.

**Available to first time CHIACON exhibitors only.

Select Brand Awareness Add-Ons

- ☐ Event App - Exclusive \$5,000
- ☐ Logo on Attendee Conference Bag \$3,000
- ☐ Exhibit Hall Lunch - Co-Sponsor \$3,000
- ☐ Note Pads for Attendee Conference Bag In-Kind
- ☐ Speed Networking Participant \$1,200
- ☐ Support Scholarship Program \$750
- ☐ Exhibit Hall Game Prizes \$500
- ☐ CHIA Corporate Partnership \$500

Brand Awareness Add-On Total \$ _____

Package Total \$ _____

Terms of Payment

Submit the completed booth space contract to **Exhibit@CaliforniaHIA.org**. An invoice will be emailed to the Pre-Show Contact, with a secure online payment link option. Booth fees must be paid in full to secure booth space at CHIACON.

Cancellation/Refund Policy

Cancellation of contract must be in writing and sent to **Exhibit@CaliforniaHIA.org**. Cancellations received on or before April 14, 2023, will incur a \$750 fee. After April 14, full contract fee is due; no refunds will be offered.

Acceptance

Contracts are considered binding and eligible only after both the signed Exhibit Package Contract and payment is received.

Print Name _____ Date _____ Authorized Signature _____

Submit Contract to: **Exhibit@CaliforniaHIA.org**

RULES AND REGULATIONS

2023 CHIA Convention & Exhibit

Conformance with these regulations is understood to be part of the contract. To ensure your exhibiting experience is a complete success, please read the following rules and regulations carefully.

Introduction

Upon submission of the Exhibit Package Contract, the Exhibitor agrees to subscribe to all requirements, restrictions, and directives issued by the California Health Information Association (CHIA). CHIA reserves the right to reject any application at any time for any reason; to reclaim any space; to have Exhibit representatives removed from the property for failure to conform to the Rules and Regulations; to re-allot space; and to offer requested space when available.

All rights and remedies under this agreement shall be cumulative, and none shall exclude any other rights and remedies allowed by law. Exhibitors violating conditions and/or rules and regulations governing the convention outlined below are subject to prompt disqualification from participation in this current and future conventions. Exhibitor shall comply with all conditions, rules, and regulations regarding this convention and with the requirements outlined in the Exhibitor Services Kit.

1. Eligibility to Exhibit

Exhibits are an extension of CHIA's continuing education program; therefore, Exhibitors' products and services should be relevant to the health information (HI) profession. Exhibitors must be financially stable with CHIA to participate in the convention trade show. CHIA has the right to refuse exhibit space rental if products, services, or displays are incompatible with the general character or quality of the convention trade show. The rules and regulations, and policies noted here and in the Exhibitor Services Kit are part of the Exhibit Package Contract.

2. Priority Booth Selection

Current Exhibitors and Corporate Partners are provided an early opportunity to reserve booth space. Booth sales typically start at the close of the prior year's CHIACON event. On-site selection is based on a CHIA priority point system. The exhibit booth space selection

is contracted upon receipt of the signed booth space contract. Deposits will be invoiced.

3. Booth Space Assignments

Booth selections received after the priority booth selection process are processed on a first-come, first-serve basis. If the first selection of space has already been assigned, CHIA will promptly notify the Exhibitor and assist with reselection from the available booth space. If exhibit booth space is sold out, Exhibitor will be notified and placed on a waitlist.

4. Booth Space Floor Plan

Configuration of the Exhibit Hall floor plan for this convention is contained in this prospectus. CHIA reserves the right to modify the floor plan to accommodate space sales. Any booth space not claimed and occupied, for which no special arrangements have been made before the opening of the Exhibit Hall, may be resold, reassigned, or removed by CHIA without any obligation on the part of CHIA for any refund whatsoever.

5. Basic Exhibit Package

Booth space is \$1,750 for the first 8' x 10' booth and \$1,000 for each additional booth space. Corporate Partners will receive a discount on the selected booth package. Contracts received after April 14 will incur a \$400 additional fee.

6. Terms of Payment

Priority Booth Selection

Completed Exhibit Package Contract (for booths selected during the pre-selection meeting) will be collected at the pre-selection meeting or must be submitted within 15 days of priority selection. An invoice for the deposit will be sent to the pre-show contact and is due January 31.

Post-Show Booth Selection

A completed contract and full payment are due to secure the booth space.

7. Cancellation of CHIA Convention & Exhibit

In the unforeseen circumstance, the Exhibit Hall is damaged, or circumstances make it impossible for CHIA to allow an Exhibitor to occupy planned booth space; the contracted Exhibitor will only be charged for the time that space was available or could have been occupied by the Exhibitor without disruption. CHIA is released from all claims for damages that arise consequently thereof.

8. Subletting of Space

Exhibitors may not assign, sublet, or apportion the whole or part of the space contracted nor advertise or display goods or services other than those manufactured or sold by them in their business.

9. Exhibit Cancellation Policy

The cancellation of a booth space contract has a direct impact on CHIA. Any refunds will be calculated based on the schedule listed herein. Notification of cancellation must be in writing.

Cancellation fee and dates:

Before April 14:

\$750 cancellation of fee

After April 14:

100% of the booth space contract forfeited

10. Services Included in Rental Fee

Basic booth services are outlined on page 3 of CHIA's Exhibitor Prospectus. Furnishings, such as tables and chairs, are not included in the exhibit booth package.

11. Exhibit Dates & Hours

Exhibits will be available to view during scheduled exhibit hours. One-on-one appointments are encouraged outside of scheduled exhibit sessions to allow time to meet with individuals or a group of attendees. Appointments are necessary.

12. Installation of Exhibits

Exhibitors will have access to the Exhibit Hall to set up the booth beginning Sunday at noon. All

booths must be fully set up and ready for inspection by **4:00 pm Sunday**. No installation work will be permitted after this time. Labor should be reserved in advance through CHIA's contracted show drayage/decorator services.

13. Decorating & Drayage

Complete information for installation is in the Exhibitor Services Kit, including carpentry, decorating, drayage, furniture rental, electrical work, internet service fees, telephones, plumbing, cleaning, etc., including a fixed schedule of prices. Exhibitor Services Kit will be furnished to the Exhibitor Pre-show contact by email in advance of the convention, directly from the official CHIA show decorator. Included with this information are shipping details: preparing materials for receipt at the convention center, due dates, and much more.

14. Corkage

The hotel/ conference center policy prohibits outside food and beverage. If you wish to include food or beverage in your exhibit booth or elsewhere on-site, you must contact the hotel/ conference center sales and catering department for any corkage fees. CHIA will not be responsible for the Exhibitor's corkage fees.

15. Care of Exhibit Space

Exhibitors must always, at their own expense, maintain an orderly and neat exhibit booth space. Booth cleaning services are available through the show decorator.

16. Booth Construction & Arrangement

CHIA is responsible for the erection of draped backgrounds of a uniform style. Each exhibit must be confined to the spatial limits of its respective booth indicated on the floor plan. No part of any display may be over 10 feet in height. No part of any display, excepting equipment therein, over 8 feet in height, may extend more than one-half the distance from the back wall, and none over 48 inches in

height shall extend forward for the remaining space to the front of the booth. Placement of displays and equipment must be done to avoid blocking the visibility of neighboring Exhibitors. All exposed parts of displays must be finished to present an attractive appearance when viewed from the aisles or adjoining exhibits. CHIA is the sole judge as to what is objectionable and has the right to drape off offending areas and bill related costs of draping to the Exhibitor.

17. Use of Service Contractors

Unpacking, erection, assembling, dismantling, and packing of displays and equipment may be subcontracted and must be approved by the service contractor. The service contractor of the Exhibit Hall will have skilled craftsmen to assist Exhibitors who wish to hire labor to perform these services.

18. Admittance

Admittance to Exhibit Hall is limited to individuals, business firms, manufacturers, and dealers who have contracted and paid for space assignments. No other persons will be permitted access to the Exhibit Hall to demonstrate products, distribute advertising material, canvass, solicit orders, personnel recruitment, solicit participation in unauthorized surveys, or any other purpose. Violations will result in expulsion from the hall.

19. Fire and Safety

All flammable materials must be flameproofed before being placed in the Exhibit Hall. All materials and installations are subject to fire and safety regulations in force by state and/or city fire authorities. Exhibitors must provide certification of flameproofing if requested by show management or the fire department. Volatile or flammable fluids, substances, or materials of any nature, prohibited by city fire regulations or insurance carriers, are prohibited in the booth space.

20. Conduct of Exhibitors

Exhibitors' badges are personal and not transferable. Each representative of an exhibiting company must always wear the official badge while in Exhibit Hall. Supplementing this identification with business cards, ribbons, or company logos is not permitted. It is the responsibility of all Exhibitors to restrict customer contact and business activities to be within the confines of the allocated exhibit space. No demonstrations

or distribution of literature, etc., is permitted in the aisles or outside the exhibit space. A limit of five (5) exhibit badges will be provided for each 8 x 10 booth.

21. Special Visual and Sound Effects

Audiovisual devices are permitted only in locations and at decibel intensity that, in the opinion of CHIA, does not interfere with the activities of neighboring Exhibitors.

22. Liability and Security

Exhibitors must always make provisions for the safeguarding of their equipment and display, and materials. CHIA may provide general overall security for the CHIA Convention & Exhibit, but CHIA will not be responsible for the loss of any exhibit materials for any reason. Exhibitors must surrender space occupied for the booth space in the same condition as provided at the installation time. Exhibitor shall assume all responsibility for damage to Exhibit Hall due to respective exhibit set-up and shall indemnify and hold harmless CHIA for all liability which might ensue from any cause whatsoever arising out of the Exhibitor's participation in the CHIA Convention & Exhibit or in exhibition activities. Exhibitors must provide a certificate of insurance for general liability to CHIA with a minimum of \$1,000,000 in liability coverage.

23. Hold Harmless

It is agreed that the hotel/conference center and CHIA (manager of the exhibit trade show) shall not be held liable for any damage to, or loss for the destruction of an exhibit or the theft or disappearance of any of the property contained in or about the booth of an Exhibitor, whether such a loss or destruction of an exhibit, or for the theft or disappearance of any of the property contained in or about the booth of an Exhibitor, whether such a loss be caused by the negligence of the hotel/conference center or CHIA, its officers, agents, servants, employees, or otherwise; all claims for any such loss, damage or theft being expressly waived by the Exhibitors, and the Exhibitor agrees to indemnify and hold harmless the hotel/conference center and CHIA for all such losses, damages, and claims.

24. Dismantling of Exhibits

Dismantling time will be determined by CHIA based on the convention

show schedule. Any abuse of this timeline may result in the company not being permitted to exhibit at future CHIACON events. Exhibitors are responsible for labeling exhibits and materials properly, including bills of lading, to ensure shipments are returned. Pickup arrangements are also the responsibility of the Exhibitor. All necessary labels and forms may be obtained from the show decorator.

25. Social Functions

Social functions sponsored by Exhibitors must not be scheduled during exhibit hours and must not conflict with CHIA educational sessions, Exhibit Hall time, or CHIA social functions. Any function not approved by CHIA, which would compete for attendees' time, is expressly prohibited.

26. Irregular Activities

Sample giveaways should refrain from interfering with other Exhibitors. Consummation of a contract of sale or selling of products or displays for cash or charge is strictly prohibited. Exhibitor activities must comply with the regulations of the hotel/conference center and CHIA. Exhibiting firms may conduct drawings for prizes within the confines of booth space if and only if the activity does not interfere with other Exhibitors. Booth activity must not interfere with other exhibits or restrict the free flow of aisle traffic. No tipping is allowed for placing displays or returning crates at the show's end. No part of any exhibit, including signs shall in any way be attached to walls, columns, or floors.

27. Violations

Upon violation of any regulations on the part of the Exhibitor, employees or agents, the Exhibitor shall, at the option of CHIA, forfeit the right to occupy space. CHIA may re-enter and take possession of the space occupied by the Exhibitor and remove all persons and goods at the Exhibitor's risk. The Exhibitor shall pay all such expenses and damages CHIA may incur and forfeit all monies paid or due to CHIA on account thereof. Exhibitor waives any right to service of written notice of the intent to reenter and terminate.

28. General

All matters and questions not covered by these regulations are subject to the decision of CHIA. Regulations may be amended

at any time by CHIA, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendments or additions to regulations, a written notice will be given by CHIA to such Exhibitors.

29. Americans with Disabilities Act

Each Exhibitor shall be responsible for compliance with the Americans with Disabilities Act within the assigned exhibit space.

30. Photography

CHIA may use professional photography throughout the convention & exhibit event. Exhibitor and its personnel and parties understand that CHIA may use such photographs that may include Exhibitor and parties or property, with or without identification, for any lawful purpose, including publicity, marketing, illustrations, advertising, and Website content.

AMPLIFY YOUR PRESENCE



Corporate Partnership

Stand out as a CHIA Corporate Partner and receive exclusive benefits that include priority booth selection, inclusion in the Corporate Partner Directory, discounted fees for exhibit space, advertising and more.

Invest \$500 per year to increase brand visibility. **Connect** and engage with health information (HI) professionals who rely on building relationships with trusted vendors... **Catalyze** their efforts with innovative and proven solutions for operational challenges. **Partner** and strengthen strategic collaboration that impacts the future of California's Health Information Professionals. *Stand Out as a CHIA Corporate Partner CaliforniaHIA.org/corporate-partnership.*

Support CHIA Scholarship Programs

Your company's donation to the CHIA Awards and Scholarship Fund assists health information professionals and emerging professionals through a variety of scholarships and grants. A minimum donation of \$750 will be recognized during the convention. Also consider donating a LEAD-themed basket, product or other item to the annual CHIAuction.

Speed Networking Exchange

Meet with key decision makers during this 90-minute engaging event on Monday afternoon, during exhibit hours. The Exhibitor Advisory Committee will develop criteria to promote participating exhibitors and recruit qualified leads. Participating exhibitor will meet with 6-8 key decision makers to exchange information for potential future business.

Event App Presence and Lead Retrieval

A virtual booth in CHIA's Event App is included with all exhibit packages. Take advantage of the advanced marketing period (March 1 through June 15) and set up your virtual presence. Capture in-person attendee traffic with the lead retrieval included in the Event App.

Increase Your Brand Awareness

CHIA invites exhibitors to increase your brand awareness and participate as event sponsor at the CHIA Convention & Exhibit. Updated Exhibit Packages and exciting new add-on opportunities are available to fit all company budgets. See pages 5-6 for more details.



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