

2015

# Healthcare Documentation Integrity Conference

Hilton Alexandria Mark Center ▪ August 7-8, 2015 ▪ Alexandria, VA

## Sales & Marketing Opportunities

Join us in the Washington, DC area for AHDI's conference focused on the quality and data integrity of patients' health information, industry and technology trends, and hot topics in workforce development. As a supporting organization, your company will be in direct contact with a variety of stakeholders from the healthcare documentation and health information management sector.

**New for 2015!** AHDI's 37th annual conference will be held in conjunction with AHIMA's Clinical Documentation Improvement (CDI) Summit.



### Audience Profile

- Healthcare documentation specialists
- Medical transcriptionists/editors
- Data integrity auditors
- Educators
- Health information management professionals
- Managers/supervisors of healthcare documentation departments
- Healthcare documentation service owners and executives
- Clinical documentation improvement specialists

The Association for Healthcare Documentation Integrity (AHDI) is the not-for-profit association representing the healthcare documentation industry. Since 1978, AHDI has supported the development of the workforce and industry partners to lead and protect the integrity of all patients' healthcare documentation. AHDI's individual members are healthcare documentation specialists who have broad and extensive responsibilities in the creation of accurate and comprehensive patient care records. Organizational members of AHDI include healthcare documentation services, schools, healthcare providers, and technology vendors.



## Tabletop Exhibits, *Friday, August 7 - Saturday, August 8*

Location, location, location! The tabletop exhibits will be centrally located in the foyer near the conference registration area and beverage breaks. Your package includes one 6 ft. skirted table, two chairs, and two exhibitor badges. Exhibitor badge holders receive a ticket to the Friday reception. Additional exhibitor badges are \$149 for AHDI corporate/educational members, with a list price of \$199. Currently, only 21 spots available. *See floor plan on page 3.* **SOLD OUT**

Deadline:	Corporate/Educational Members	List Price
by December 31, 2014	<input type="checkbox"/> \$600	<input type="checkbox"/> \$800
by March 31, 2015	<input type="checkbox"/> \$700	<input type="checkbox"/> \$900
after April 1, 2015	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,000

## Sponsored Items

Your company's logo will be front and center making a positive impression with conference attendees. All are exclusive sponsorships and include a tote bag insert (value \$600/\$800).

Select Item:	Corporate/Educational Members	List Price
Tote Bag - Distribution to AHDI and AHIMA attendees	Please contact AHIMA for details and pricing.	
Name Badge Holder - Distribution to AHDI and AHIMA attendees	<input type="checkbox"/> \$5,000 <b>SOLD</b>	<input type="checkbox"/> \$5,200
Schedule-at-a-Glance - Distribution to AHDI attendees	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$3,200

## Advertising

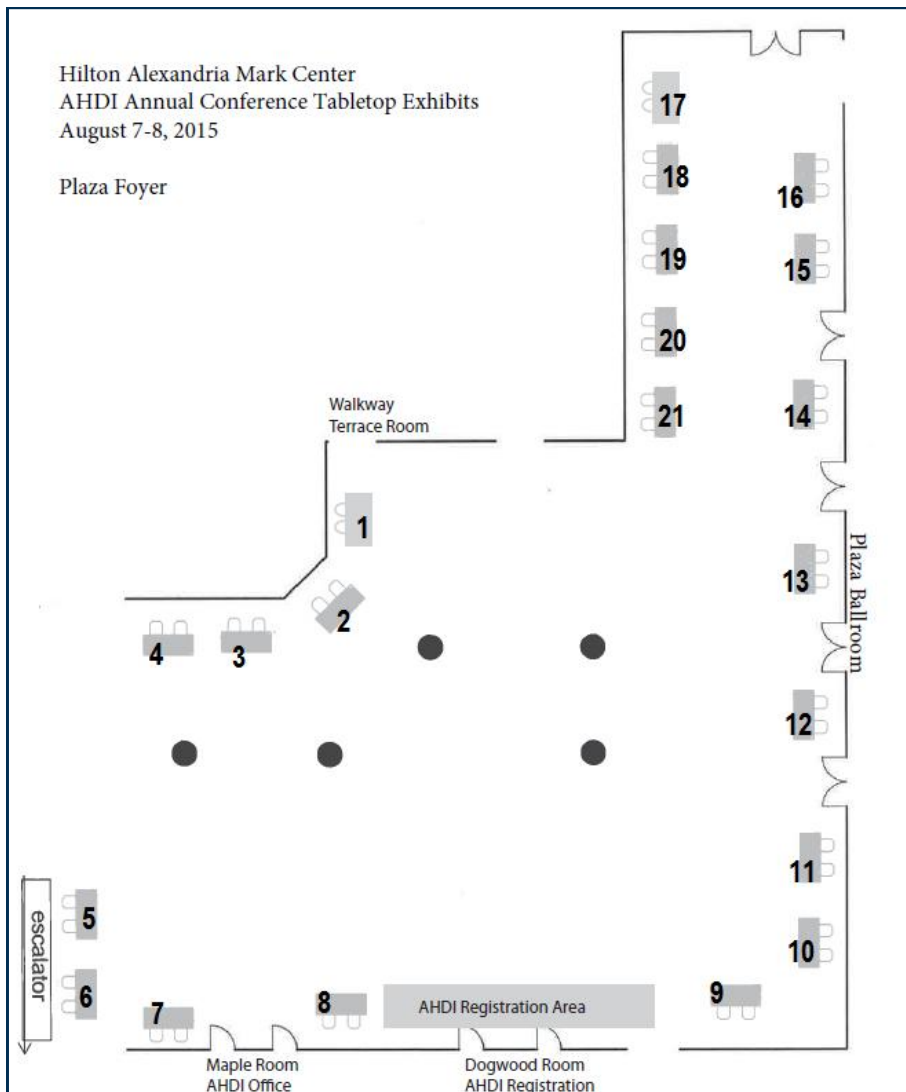
Generate leads and enhance your ROI with these advertising opportunities.

Select Item:	Corporate/Educational Members	List Price
Tote Bag Insert - Distribution to AHDI and AHIMA attendees	<input type="checkbox"/> \$600 <b>SOLD OUT</b>	<input type="checkbox"/> \$800
Banner Ad (AHDI conference landing page, rotating for 3 months)	<input type="checkbox"/> \$700	<input type="checkbox"/> \$900
Button Ad (AHDI pre-conference emails; 160 x 200 pixels, no animation)	<input type="checkbox"/> \$550 each placement	<input type="checkbox"/> \$750 each placement
Dedicated Email - Distribution to AHDI attendees	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$1,900

**Contact AHDI:**  
1-800-982-2182 or [ahdi@ahdionline.org](mailto:ahdi@ahdionline.org)

## Tabletop Exhibits Floor Plan

*Friday, August 7 - Saturday, August 8*



### 2015 Exhibitors as of 1/26/15

- American Healthcare Documentation Professionals Group
- Amphion Medical Solutions
- Arrendale Associates Inc.
- Association of Clinical Documentation Improvement Specialists
- CanScribe Career College
- Career Step
- ChartNet Technologies
- Executive Communication Systems
- Hurley Makes It Happen!
- InfraWare
- Kachina Medical Consultants
- M\*Modal
- SoftScript, Inc.
- Southern Transcription Services
- Tyrrell Software
- Wolters Kluwer

### PREMIER SPONSOR

**m x modal™**

### CONTRIBUTING SPONSORS



*Southern  
Transcription  
Services*



## **Beverage Break Sponsorship Package, *Friday, August 7 or Saturday, August 8***

\$3,000 each

Sponsoring a beverage break will give your company outstanding visibility. Your company logo and website will be prominently displayed on a sign near the beverage station and on the AHDI conference webpage to generate business leads via your website. Use your microphone time to conduct a raffle or other type of promotion during the sponsored beverage break to generate more buzz about your company.

Day:  Friday  PM  
 Saturday - pick 1 →  AM  PM

## **Reception Sponsorship, *Friday, August 7* **SOLD****

\$20,000

With this package, your company will be recognized as the exclusive reception sponsor and receive a branded event with your company logo placed prominently before, during, and after the conference; and 10 minutes at the microphone with a captive audience. ***Both AHDI and AHIMA attendees will be invited to the Friday evening reception.***

## **Keynote Sponsorship, *Saturday, August 8***

\$10,000

Your company will top of mind while attendees are captivated by an inspiring keynote speaker. Your message will be in the hands of every attendee with a seat drop, your company will be recognized during the session, and your representative will have the pleasure of introducing the speaker (production and shipping fees for seat drop not included).



### **Tentative Schedule of Events**

#### Thursday, August 6, 2015

- AHIMA CDI Summit

#### Friday, August 7, 2015

- AHDI Conference & AHIMA CDI Summit
- Tabletop Exhibits
- Networking Reception

#### Saturday, August 8, 2015

- AHDI Conference
- Tabletop Exhibits

**Contact AHDI:**

**1-800-982-2182 or [ahdi@ahdionline.org](mailto:ahdi@ahdionline.org)**

## Signature Event Sponsors

	<b>PREMIER Sponsor \$25,000 <b>SOLD</b></b>	<b>SELECT Sponsor \$12,000</b>	<b>SUPPORTING Sponsor \$5,000</b>	<b>CONTRIBUTING Sponsor \$2,500</b>
Reception Sponsorship	<input checked="" type="checkbox"/>			
Keynote Sponsorship		<input checked="" type="checkbox"/>		
Beverage Break or Schedule-at-a-Glance Sponsorship		<input checked="" type="checkbox"/> - Select 1	<input checked="" type="checkbox"/> - Select 1	
Name Badge Sponsorship	<input checked="" type="checkbox"/>			
Tabletop Exhibit	<input checked="" type="checkbox"/> - 2 side-by-side	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo pens provided to all attendees				<input checked="" type="checkbox"/>
Tote Bag Insert	<input checked="" type="checkbox"/>			
Button ad in conference email	<input checked="" type="checkbox"/> - 5 placements	<input checked="" type="checkbox"/> - 4 placements	<input checked="" type="checkbox"/> - 3 placements	<input checked="" type="checkbox"/> - 1 placement
Banner ad on AHDI conference landing page	<input checked="" type="checkbox"/> - top position, fixed	<input checked="" type="checkbox"/> - rotating	<input checked="" type="checkbox"/> - rotating	<input checked="" type="checkbox"/> - rotating
Pre-conference list rental*	<input checked="" type="checkbox"/> - Email or Mail			
Post-conference list rental*	<input checked="" type="checkbox"/> - Email or Mail	<input checked="" type="checkbox"/> - Email or Mail	<input checked="" type="checkbox"/> - Mail only	<input checked="" type="checkbox"/> - Mail only
Conference discount for employees or students	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition in conference email marketing with link to website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

**Contact AHDI:**

1-800-982-2182 or [ahdi@ahdionline.org](mailto:ahdi@ahdionline.org)

\* attendee list will be sent only to a third party mailing service.

2015

# Healthcare Documentation Integrity Conference

Hilton Alexandria Mark Center • August 7-8, 2015 • Alexandria, VA

Date: \_\_\_\_\_

Company Name:		AHDl #:	
Pre-show Contact:			
Street Address:			
City:	State:	Zip/Postal Code:	Country:
Phone:		Fax:	
Email:		Website:	

Terms: Payment is due upon signing agreement and receiving invoice from AHDl. Vendors who finalize agreement before January 31, 2015 can elect a 50/50 payment with 50% due at signing, payable by credit card. Remaining 50% will be charged on 3/1/15 to the credit card on file. This agreement becomes valid when signed by vendor and received by AHDl. All sponsorships and program ads are non-cancelable upon signing. Tabletop exhibits may only be cancelled prior to March 1, 2015 and vendor will be liable for 50% of the fee. Read fine print on the next page for further details.

## A La Carte Items

Banner Ad on Website:	\$
Button Ad in Email:	\$
Email to Attendees:	\$
Schedule-at-a-Glance Sponsorship:	\$
Beverage Break Sponsorship:	\$
Keynote Sponsorship:	\$
Total:	\$

## Signature Event Sponsorship Packages

Select:	\$
Supporting:	\$
Contributing:	\$
Total:	\$

## Payment

Check enclosed (U.S. funds)	\$
Credit Card	\$
<input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/> DISC	
<input type="checkbox"/> 50% deposit option (see terms)	
Card #	_____
Exp. Date:	_____
Signature:	_____
Print Name:	_____

I hereby acknowledge I am authorized on behalf of company to enter into this agreement. I have read, understand and agree to the terms, conditions, and procedures (see fine print) of this agreement.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

ASSOCIATION FOR HEALTHCARE DOCUMENTATION INTEGRITY  
 4230 Kiernan Avenue, Suite 120 • Modesto, CA 95356  
 FAX: 209-527-9633 • ahdil@ahdionline.org

## The Fine Print

The following rules, regulations, restrictions, and responsibilities govern the tabletop exhibits, sponsorships, and advertising under the auspices of AHDI and are incorporated as part of this agreement. Failure to abide by these rules, regulations, restrictions, and responsibilities may result in damages to AHDI and/or the expulsion of the vendor and all related personnel from the exhibit area without refund.

Vendor hereby agrees to abide by terms, rules, and regulations as stated in this application and contract, as well as such additional rules and regulations as may be implemented by AHDI management, or hotel management. The agreement becomes valid when signed by vendor and received by AHDI.

### Liability

Vendor assumes entire responsibility for exhibit and exhibit space and hereby agrees to protect, indemnify, defend, and hold harmless AHDI, the hotel, and their respective officers, employees, representatives, and agents against all claims, losses, judgments, damages to persons or property, government charges, fines and/or attorneys' fees arising out of or caused by installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding only such liability caused by the sole negligence of AHDI, the hotel, their officers, employees, or agents. Vendors who wish to insure against potential liability are responsible for obtaining their own coverage.

The AHDI name (in both its full and abbreviated forms), its trademarked logo, and the Annual Conference logo are the exclusive property of AHDI and may not be used by exhibitors without AHDI's prior written consent.

### Tabletop Exhibit Assignment

AHDI reserves the right to modify the published exhibit floor plan to accommodate space sales and to avoid conflicts. Space assignments are made at the discretion of AHDI, with exhibitor preferences given consideration. Tabletop exhibit assignments are processed on a first-come, first-served basis by the date the contract is received. If your space selection has already been assigned, AHDI will allocate the next-best available space. In the event of multiple requests for specific tabletop exhibit space, additional consideration will be given to exhibitors who are AHDI corporate or educational members and/or were sponsors at the past year's meeting, based on the level of sponsorship. Space assignments will be confirmed upon receipt of full payment. If exhibit area is sold out, you will be notified by phone, fax, or e-mail and placed on a waiting list.

At its sole discretion, AHDI reserves the right to refuse rental of display space to any entity, for any lawful reason. AHDI also reserves the right to reassign spaces if the need arises.

### Terms of Payment/ Cancellation Policy

100% of contract price is due upon signing of this agreement. Vendor can elect to send in check with agreement or pay by credit card. For agreements entered into before January 31, 2015, vendor can elect a 50/50 payment option where 50% of the agreement price will be due upon signing of the agreement and the remaining 50% balance will be charged to the credit card on file on March 1, 2015. This 50/50 payment option will not be available for agreements entered into after January 31, 2015. Tabletop exhibit space will not be confirmed until full payment is received. All sponsorships and program ads are non-cancelable upon the signing of this agreement. For tabletop exhibit cancellations prior to March 1, 2015, exhibitor will still be liable for 50% of the total fee. For tabletop exhibit cancellations on or after March 1, 2015, exhibitor will be liable for the full booth fee, even if tabletop exhibit is resold. All cancellations must be in writing. Should this agreement be referred to a collection agency/ attorney for any reason, the client and/or representing agency, is responsible to pay a 25% attorney fee, lost discounts, interest and any other costs associated with the collection effort.

### Exhibitor Use of Space

You may not assign, sublet, or apportion the whole or any part of your allotted space. In addition, you may not advertise or display products or services other than those manufactured or sold in your regular business.

Designated and fully registered exhibitors shall be permitted into the exhibit area by badge only. Badges must be worn at all times in the meeting and exhibit areas; badge swapping among personnel is strictly prohibited and may result in expulsion of the exhibitor and all related personnel from the exhibit area (without refund). Suppliers that do not have booths may not sell in the exhibit area. AHDI shall have sole control over all admission policies at all times.

Exhibit space is expected to be kept neat and in good order. Any special cleaning services that are required by the hotel due to usage by vendor will be the sole responsibility of vendor.

### Security, Installation, & Dismantling of Exhibit

The Association, the hotel, and their respective officers, employees, and agents are not responsible for any loss or damage to exhibitor property.

### Shipping and Logistics

An exhibit company will not be used for this event. All exhibit materials must be shipped to the hotel (details to be provided at a later date). The exhibitor agrees to ship at his or her risk and expense all articles to be exhibited.

This exhibit agreement does not include the following services: insurance; drayage; booth carpeting; decoration;

cleaning service; guard service; or labor, such as carpenters, electricians, and drapery persons.

### General Policies

Exhibits will be confined to the specific limitations of their respective contracted space(s). No interference with normal traffic flow or infringement on neighboring exhibits is permitted. All materials and equipment must conform to applicable local building, electrical, fire, and related safety regulations.

No liquor may be served from the tabletop exhibits.

Public address, sound producing, or amplifying devices that project sound beyond the exhibitor's space are prohibited. Exhibitors playing or having music performed must provide evidence of ASCAP and/or BMI licensure for same. At its sole discretion, AHDI may request that sound projection from a tabletop exhibit be diminished or ceased.

Exhibitors with hospitality suites must arrange their schedules so they will not conflict with the Association's education program or major social events. (For program information, contact the AHDI office).

The use of the exhibit area to demonstrate products, solicit orders, or distribute advertising matter is limited to individuals, business firms, manufacturers, and dealers who have contracted and paid for space assignments; and such demonstration, solicitation, and distribution is limited to the goods and/or services promoted by such individuals, business firms, manufacturers, and dealers, and no others. No other AHDI Annual Conference space may be used for these purposes, and no other persons or concerns will be permitted to demonstrate their products, solicit orders, or distribute advertising matter in the exhibit area. Any violation of this rule will be followed by prompt ejection from the exhibit area/conference space of the offending exhibitor(s) and/or person(s) without refund of any amounts paid or owed under this agreement. The exhibitor waives any rights and/or claims for damages against AHDI arising out of enforcement of this paragraph.

All matters, questions, and/or disputes not covered by this agreement will be resolved by AHDI at its sole discretion. These regulations may be amended at any time by AHDI, and all such amendments shall be binding on all parties affected by them to the same extent as the original regulations. In the event of any amendments or additions to these regulations, advance written notice will be given by the Association to such exhibitors or advertisers as may be affected.

AHDI reserves the right to expel from the space, without refund, any exhibitor for disorderly, unsafe, or disruptive conduct, or for failing to abide by AHDI's or the hotel's regulations.