

# Sales Prospectus

**HDIVC • AUGUST 12-15, 2020**





## Breaking Boundaries!

For more than 40 years, AHD has provided opportunities for continuing education and professional development to healthcare documentation professionals and students. The annual conference has been the premier source for CMTs and CHDSs to earn the continuing education credits (CECs) needed to maintain their credential.

Last year AHD took its annual conference to new heights, expanding possibilities by boldly moving to a VIRTUAL format. The virtual platform provided an interactive experience for participants with on-demand educational sessions, discussion forums, live chats with presenters, a virtual exhibit hall, and more. By going virtual, attendees could access the conference when and where it was convenient for them – live and on-demand for 3 months. No longer limited by geographic boundaries, attendees and speakers could join us from far and wide!

AHD's 2020 Healthcare Documentation Integrity Virtual Conference will once again deliver an invaluable experience to anyone with a vested interest in healthcare documentation integrity, no matter what their role.

We look forward to “seeing” you this summer. Please contact us with your questions—we are happy to assist.

Sincerely,

*Sheila Guston*

Sheila Guston, CHDS, AHD-F  
Interim CEO

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*Prospectus current as of 12/1/2019; subject to change*



## About the Virtual Conference

### Event Details

- Dates: August 12-15, 2020
- Location: Virtually through a dynamic online platform
- Estimated Number of Attendees: ~200 but could grow larger with the global reach

### Tentative Schedule of Events

- Wednesday, August 12 - half day
- Thursday, August 13 - full day
- Friday, August 14 - full day
- Saturday, August 15 - half day

### Audience Profile

- Healthcare documentation specialists
- Medical transcriptionists/editors
- Clinician-created documentation auditors/analysts
- Managers/supervisors
- Educators
- Clinical documentation service providers
- Clinical documentation improvement specialists
- HIM professionals
- HIT professionals
- Medical scribes
- Transcription platform vendors
- Dictation/transcription equipment suppliers
- Healthcare documentation and HIM students

### KEY BENEFITS

**LONGER EXPOSURE** – Visibility and interaction during the live event PLUS three months following the event when attendees have access on-demand. As conference presentations may be re-published at a later time for CE credit, your sponsorship would receive exposure for years beyond the dates of this virtual conference.

**EXPANDED MARKET** – Going virtual opens the door for a larger audience globally, as attendees no longer need to travel to an onsite location.

**NO TRAVEL** – Access the conference from the comfort of your office or home, on your own time – and save \$\$\$ by avoiding travel expenses.

**CUSTOMER LEADS** – Easily capture customer leads with interactive polls as well as interacting with attendees on forums.

**IMMEDIATE VISIBILITY** – Put your brand and company name directly in front of attendees.

## About AHDi

The Association for Healthcare Documentation Integrity is the not-for-profit association representing the healthcare documentation industry. AHDi leads, educates, and advocates for professional excellence and integrity in healthcare documentation policies and practices. Our individual members are healthcare documentation specialists who have extensive responsibilities in the creation of accurate and comprehensive patient care records. Organizational members include healthcare documentation services, schools, healthcare providers, and technology vendors.



## Opportunities to Partner

Your support advances AHDi’s mission to provide strong educational programs and materials to our membership and healthcare documentation professionals.

As with the face-to-face meetings of prior years, the virtual conference continues to provide an excellent venue for participation and marketing from our sponsors and vendors. The robust online platform offers numerous new and expanded opportunities for vendors to get involved and connect with attendees. Customize how you want to advertise and connect (opportunity options listed below)!

### Virtual Exhibitor

Deadline:	Corporate/Educational Member Price	Nonmember Price
<b>by February 28, 2020</b>	<b>\$400</b>	<b>\$600</b>
<b>by April 30, 2020</b>	<b>\$450</b>	<b>\$650</b>
<b>by June 30, 2020</b>	<b>\$500</b>	<b>\$700</b>

<b>Virtual Exhibitor package includes:</b>
<ul style="list-style-type: none"> <li>Company contact info and link to website included on AHDi website (exhibitor page)</li> </ul>
<ul style="list-style-type: none"> <li>Logo, link, contact info, and business description listed on Virtual Exhibitor tab within conference portal</li> </ul>
<ul style="list-style-type: none"> <li>Video segment (2 minutes or less) displayed on Virtual Exhibitor tab – including poll to capture customer leads!</li> </ul>
<ul style="list-style-type: none"> <li>One full-access complimentary conference registration which includes:                             <ul style="list-style-type: none"> <li>Connecting with attendees via conference forum and during chat sessions</li> <li>“Exhibitor” badge for increased company representative exposure</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Vendor recognition during closing session drawings (exhibitor to provide prize)</li> </ul>

### Available Add-ons (individual cost to be added to Virtual Exhibitor base price)

<ul style="list-style-type: none"> <li>Social break session advertising</li> </ul>	<b>\$100</b>
<ul style="list-style-type: none"> <li>Video segment (2 minutes or less) shown once between sessions – including poll to capture customer leads! (option to include a prize for drawing)</li> </ul>	<b>\$100</b>
<ul style="list-style-type: none"> <li>Dedicated 10-minute company overview/demo included in Vendor Showcase</li> </ul>	<b>\$300</b>
<ul style="list-style-type: none"> <li>Logo, website link, and 50-word description included in “Vendor Showcase” emailed to AHDi’s database of more than 20,000 members and prospects before conference.</li> </ul>	<b>\$400</b>



## Conference Sponsor

Deadline:	Corporate/Educational Member Price	Nonmember Price
<b>by February 28, 2020</b>	<b>\$4,750</b>	<b>\$5,150</b>
<b>by April 30, 2020</b>	<b>\$5,000</b>	<b>\$5,400</b>
<b>by June 30, 2020</b>	<b>\$5,250</b>	<b>\$5,650</b>

### Conference Sponsorship package includes:

- Sponsor recognition (company contact info and link to website) included on the following:
  - AHDi Website (visible to guests and members throughout the year)
    - Conference page
    - Exhibitor page
  - Conference portal landing page (visible to registrants for at least 4 months)
  - Main tab in conference portal viewer for **all** sessions (visible for at least 4 months)
  - Pre and Post conference email blasts throughout the year (minimum of 6 email blasts to over 20,000 prospects)
- Video segment (2 minutes or less) displayed on Virtual Exhibitor tab with poll to capture customer leads!
- Video segment (2 minutes or less) displayed once between sessions with poll to capture customer leads (with option to include prize drawing)!
- Four (4) full-access complimentary conference registrations
  - Connecting with attendees via conference forum and during chat sessions
  - “Sponsor” badge for increased company representative exposure
- Vendor recognition during closing session drawings (exhibitor to provide prize)
- Social break session advertising
- Sponsor recognition in dedicated “Vendor Showcase” preconference email sent to at least 20,000 prospects (includes logo, website link, and 50-word description)
- Sponsor representation on AHDi’s Conference Program Committee (January – May)
- Discount of 15% off conference registration for sponsor’s employees/students (custom discount code provided)
- Exclusive session sponsor– first come, first served – act quickly! Choose from one of the following:
  - Continuing education session
  - Company-hosted social activity
  - Vendor showcase to present company overview/demo (10 min)





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

Company:			
Contact:			
Street Address:			
City:	State:	Zip/Postal Code:	Country:
Phone:		Fax:	
Email:		Website:	

Terms: This agreement becomes valid when signed by sponsor and/or exhibitor and received by AHDi. Payment is due 15 days from receipt of invoice from AHDi. All sponsorships and exhibits are non-cancelable upon signing.

Company logos and website links should be submitted by email to [ahdi@ahdionline.org](mailto:ahdi@ahdionline.org). Your company grants AHDi non-exclusive, non-assignable, limited license to use your company's logo for the sole purpose of carrying out the promotional efforts set forth in this agreement.

AHDi will email further instructions and assistance on specific deliverables as they become due.

## Select One:

- Virtual Exhibitor: \_\_\_\_\_ \$
- Add-ons: \_\_\_\_\_ \$
- Sponsorship: \_\_\_\_\_ \$

## Payment

Check enclosed (U.S. funds) **Total Due: \$**  
Credit Card  Visa  MC  AMEX  DISC

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 of this agreement.

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

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