



9TH ANNUAL

AUDITING & COMPLIANCE
conference 2017

2017 Exhibitor Prospectus

December 6-8, 2017

Lowes Sapphire Falls Resort, Orlando, Florida



YOU ARE INVITED

Join us in Orlando, Florida, to exhibit at the 9th Annual National Alliance of Medical Auditing Specialists (NAMAS) Conference.

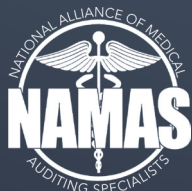
Our national conference is dedicated exclusively to healthcare professionals! Our attendance has been growing each year and this year promises to be our best year yet!

The annual NAMAS Conference is an essential part of my continuing education every year. The quality and timeliness of the material coupled with the interactivity ... has kept me returning year after year."

— Peter Davidyock, CPC, CPMA
AAPCCA Region 3 Board of Directors

Laurie Oestreich

Exhibitor & Sponsorship Coordinator,
National Alliance of Auditing Specialists
loestreich@drsmgmt.com



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Knoxville, TN 37922
Phone: 877-418-5564
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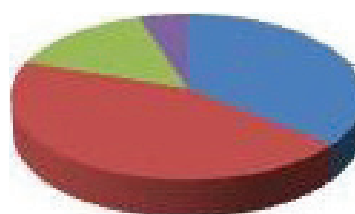
Connect with medical auditing and coding professionals from around the country at one conference!



- Along with Medical Auditors, the NAMAS Annual Conference will be attended by Coding and Compliance Professionals, Practice Managers, Nurses, and even Physicians.
- Educate these qualified professionals about your product at your booth while you develop and build business relationships.
- Keep in touch with these professionals throughout the year with a variety of advertising opportunities with NAMAS.
- Face-to-face contact with potential customers is one of the best marketing opportunities for companies.

Our Attendees:

NAMAS has over 1,500 members, many of whom are auditors, compliance professionals, carriers, and fraud investigators. Below is a breakdown of our member base and their years of experience.



MEMBER BASE

- Coder/Biller
- Auditor
- Practice Manager
- Physicians

YEARS OF EXPERIENCE

- 6 months or less
- 1 year
- 2 years
- 3-5 years
- 6-10 years
- 11 years or more





Exhibitor & Sponsorship Opportunities

We realize that every company has different goals and financial resources. We have created a package designed to meet your marketing and financial goals. **BONUS:** Take advantage of add-ons that can be tailored to meet your company's needs.

Exhibiting Booth

A unique and highly visible opportunity to demonstrate that your organization is active, engaged, and committed to the medical coding and auditing field. Your sponsorship can be tailored to your marketing efforts or designed to fit the conference agenda based on general support or dedicated initiatives. (Cost: \$500)

You Receive:

- An exhibit table in the exhibit hall, including registration for 2 attendees
- Recognition on NAMAS conference promotional material, website and onsite conference signage
- Advertising space in 2017 Conference Program

Exhibit Hall Demo Space Rental

Reserve a space within our exhibit hall to demonstrate your company's product or service to attendees. Five 30-minute spots available. (Cost: \$250 per demo)

Additional Exhibitor Options:

Looking for a different way to show your sponsorship of the NAMAS conference? Purchase these items alone or in conjunction with any of our other opportunities. All items will be provided by NAMAS.

- **Attendee Bag** — Attendee bag printed with your logo (Cost: \$750)

- **Lanyards** — Attendee lanyards with your sponsorship logo (Cost: \$500)
- **Attendee Bag Insert** — Ensure your visibility by including your promotional literature, logo'd giveaways, or samples in each attendee bag. Materials must be received at the NAMAS office no later than October 1, 2017. (Cost: FREE)
- **Wednesday Evening Reception** — We've planned a reception for Wednesday evening to allow our attendees to meet with each exhibitor. Food and beverage will be provided. 3 Sponsorships Available; First sponsor receives a complimentary demo space during the reception (Cost per sponsorship: \$2,000)
- **Onsite Conference Program** — The conference program is distributed to all registered attendees upon check-in. This program is an indispensable guide for all conference-related activities. Your advertisement in the program generates booth traffic and highlights your presence.

Cover Ads

Outside Back Cover: \$250
Inside Front Cover: \$200
Inside Back Cover: \$200

Inside Page Ads

Full Page: \$150
Half Page: \$100
Quarter Page: \$50

Advertising material will be accepted as high-resolution, print quality PDFs or JPEGs. Space reservation and materials are due by October 1, 2017.

Who should sponsor or exhibit?

- | | | | |
|----------------------------------|------------------------------------------------|-------------------------------------------------|-------------------------------------|
| • Auditing Resources or Tools | • Coding Systems | • Health Services | • Organization Materials & Products |
| • Auditing Systems | • Computer Software & Equipment | • Local Crafts & Fare | • National Healthcare Payers |
| • Billing Systems & Services | • Continuing Education Units | • Medicare and/or Medicaid Information Services | • Pharmaceutical Companies |
| • Coding Resources or Tools | • EMR/EHR Systems | • Office Supplies and/or Materials | • Physician Associations |
| • Coding Books &/or Manuals | • Employment Opportunities for Auditors/Coders | | |
| • Coding & Auditing Associations | | | |

Exhibitor Rules & Regulations

Tentative Exhibit Hours

Exhibitor Move-in:

Wednesday, December 6, 2017

- 8:30 a.m. - 11:00 a.m.

Exhibitor Hall Open:

Wednesday, December 6, 2017

- 12:00 p.m. - 1:00 p.m.
- 3:05 p.m. - 3:30 p.m.
- 5:30 p.m. - 7:00 p.m. (vendor reception)

Thursday, December 7, 2017

- 7:00 a.m. - 8:00 a.m.
- 10:10 a.m. - 10:30 a.m.
- 12:35 p.m. - 1:15 p.m.
- 3:30 p.m. - 3:45 p.m.

Friday, December 8, 2017

- 7:00 a.m. - 8:00 a.m.
- 9:30 a.m. - 9:45 a.m.

Exhibitor Move-Out:

Friday, December 8, 2017 after 9:45 a.m.

Liability

NAMAS is not responsible for injury, loss, or damage that may occur to exhibitors, their employees, or property prior to or during this conference. The exhibitor, upon signing the application form, expressly releases NAMAS and their employees from liability, and the exhibitor further agrees to indemnify same against any and all claims due to such injury, loss or damage.

NAMAS and/or the venue in which the conference is held will not maintain insurance covering the exhibitor's property. The exhibitor's property is at all times the sole responsibility of the exhibitor. NAMAS urges each exhibitor to apply for and carry adequate insurance to guard against theft and/or fire.

The exhibitor is liable for any damages caused on the event property, or to other exhibitors property.

Payment

Full payment or deposit arrangements must be sent to NAMAS with the application. Contact Laurie Oestreich at loestreich@drsmgmt.com with at 50% deposit. Final payment is due November 1, 2017.

No Show, Cancellations, Etc.

Exhibitors must be present to man their booths for the entirety of the meeting.

Booth reservations may be canceled and a refund issued, less 50% prior to November 1, 2017. Cancellation after November 1, 2017 obligates the exhibitor to pay full rental. No refunds will be made after this date unless the space has been resold; then a 50% refund will be issued.

Booth Activities

Exhibitors are permitted to advertise and demonstrate products and/or services from within the confines of their exhibit table. However, we ask that exhibitors conduct all demonstrations without trespassing on the rights of other exhibitors. Announcements and/or any demonstrations must not reach a noise level louder than conversation level. Loud noises of any kind are prohibited so that a business atmosphere can be maintained.

Sales are permitted in the exhibit area. It is the responsibility of the exhibitors making sales in the NAMAS exhibit space to comply with state, local and federal regulations and to pay appropriate taxes, including local sales taxes.

Distribution of material must be confined to the exhibitors tables. Candy can be distributed at the exhibitors table but they must be individually wrapped.

Exhibit space must be staffed during all exhibit hall hours.

Exhibitor Game & Silent Auction

As a way to facilitate engaging conversation and networking opportunities between conference exhibitors and attendees, NAMAS will be hosting an interactive game which will take place during all exhibit hall hours. Also, during these times NAMAS will be hosting a silent auction where attendees will have an opportunity to bid on a variety of prizes and be entered to win our grand prize – ***a free registration to next year's conference!***

The purpose of the game is to provide you as an exhibitor with opportunities to engage in conversation with attendees where they can see how your organization may benefit from what you have to offer.

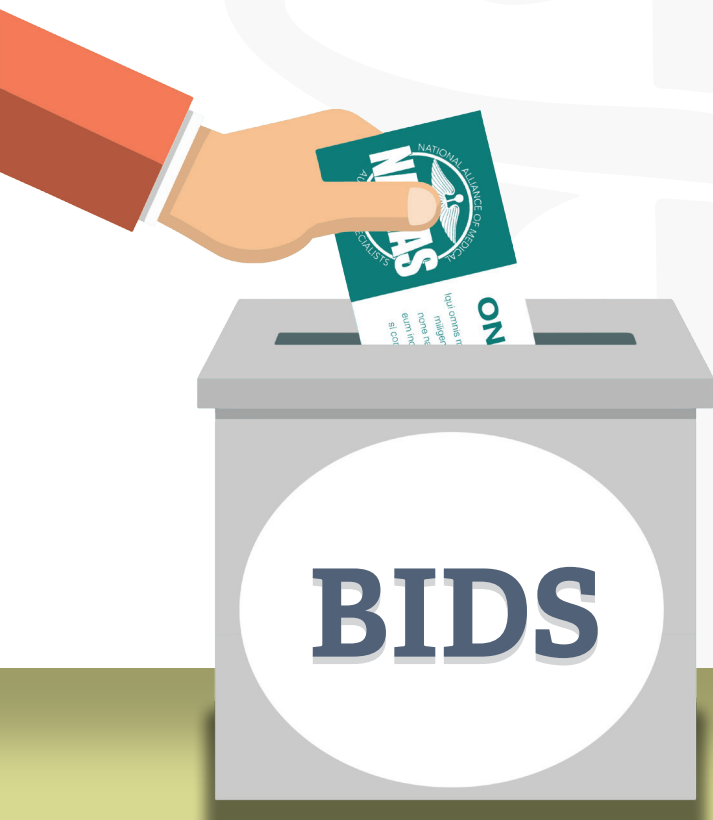
How It Works:

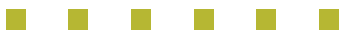
Upon check in, you as an exhibitor will receive a supply of NAMAS Bucks in various denominations. During exhibit hall times, you will have the authority to award NAMAS Bucks to the conference attendee for not only visiting your booth, but for engaging in meaningful conversation, purchasing your products, etc.

Attendees will then be able to utilize their NAMAS Bucks to bid on silent auction items. Items for the silent auction will be open to bidding beginning on Wednesday at 12:00pm. The winner of each prize will be announced on the last day of conference.

To help ensure that our silent auction is a success, ***we are kindly asking that each exhibitor donate a prize for the auction.*** The prize can be a tangible item (electronic, gift card, product offered by your organization, or any item you feel will be of value to our attendees) or can be in the form of a certificate for a complimentary service, product, etc. offered by your organization.

For additional details or questions, please contact Laurie Oestreich at loestreich@drsmgmt.com.





Exhibitor & Sponsor Application & Contract

for the 9th Annual NAMAS Auditing & Compliance Conference

Exhibitor/Sponsor Contact Information

Exhibiting/Sponsoring Company Information (as you would like to be referenced in all printed material): _____

Contact Name/Title: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Email: _____

Website URL: _____

Booth Information:

☐ Exhibitor Booth
@ \$500 each

☐ Create Your
Own Sponsorship

☐ Attendee Bag @ \$750

☐ Exhibit Hall Demo @ \$250

☐ Attendee Lanyards @ \$500

☐ Wednesday Evening Reception

Exhibitor Representatives Name Badge Information:

1. _____ Company: _____

2. _____ Company: _____

Advertising Options:

☐ Outside Back Cover - \$250

☐ Inside Front Cover - \$200

☐ Inside Back Cover - \$200

☐ Full Page Ad - \$150

☐ Half Page Ad - \$100

☐ Quarter Page Ad - \$50

Method of Payment:

☐ Check Enclosed (made payable to NAMAS) for \$ _____

☐ I authorize NAMAS to charge \$ _____ to my: ☐ Visa ☐ Mastercard ☐ Amex ☐ Discover

Cardholder Name _____

Signature _____

Account Number _____ Expires _____

We have read and agree to abide by the exhibit rules and regulations as listed in this brochure. This form becomes a contract when signed.

Name _____ Company _____

Title _____ Date _____

Return your exhibitor registration to NAMAS via email or fax to: loestreich@drsmgmt.com or 865-531-0722.