

EXHIBITOR PROSPECTUS
PLANNING AHEAD.

NAMAS 12th ANNUAL
AUDITING & COMPLIANCE
CONFERENCE 2020

DECEMBER 7th-9th
The Westin Fort Lauderdale Beach Resort



You Are Invited

Join us in Fort Lauderdale, Florida to exhibit at the 12th 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

 namas

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. *To the right* is a breakdown of our member base and their years of experience.

Member Base



Years of Experience

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



**National Alliance of
Medical Auditing Specialists**
10401 Kingston Pike, Knoxville, TN 37922
877-418-5564 | Fax: 865-531-0722

Stephanie Guyer
Sales and Marketing Coordinator
National Alliance of Medical Auditing Specialist
sguyer@drrsmgmt.com

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: \$750)

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 2020 Conference Program

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: \$900)

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 15th, 2020. (Free with booth or \$150.00 without booth)

Tuesday Evening Reception — We've planned a reception for Tuesday 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) A contest will be held where the exhibitors get to pick the winner of a **Free Conference Registration** for the 2021 conference.

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 15th, 2020.

Who should sponsor or exhibit?

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

Exhibitor Rules & Regulations

Tentative Exhibit Hours

Exhibitor Move In:

Monday, December 7th, 2020
12:00 pm - 4:00 pm

Exhibit Hall Open

Monday, December 7th, 2020
5:30 pm - 7:00 pm (vendor reception)

Tuesday, December 8th, 2020

7:00 am - 8:00 am
10:15 am - 10:30 am
12:30 pm - 1:15 pm
3:30 pm - 3:45 pm

Wednesday, December 9th, 2020

7:00 am - 8:00 am
9:30 am - 9:45 am
11:15 am - 11:30 am

Exhibitor Move Out

Wednesday, December 9th, 2020
After 11:30 am

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 Stephanie Guyer at sguyer@drsmgmt.com with a 50% deposit. Final payment is due October 15th, 2020.

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 October 15th, 2020. Cancellation after October 15th, 2020 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 giveaway opportunity which will take place during all exhibit hall hours.

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 raffle tickets. During exhibit hall times, you will have the authority to award tickets 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 tickets to enter to win a variety of prizes, offered throughout the exhibit hall. Attendees can begin entering to win prizes during the first exhibit hall opportunity. All winners will be announced during the morning break on the last day of conference.

To help ensure that our giveaway 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:

Stephanie Guyer
Sales and Marketing Coordinator
National Alliance of Medical Auditing Specialist
sguyer@drsmgmt.com

Exhibitor & Sponsor Application & Contract

For the 12th Annual NAMAS Auditing & Compliance Conference

Exhibitor/Sponsor Contract 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:

- | | | | |
|--|------------------------------------|---|--|
| <input type="checkbox"/> Exhibitor Booth @ \$750 each | Create Your Own Sponsorship | <input type="checkbox"/> Attendee Bag @ \$900 | <input type="checkbox"/> Bag Insert |
| <input type="checkbox"/> Early-Bird Special @ \$500 | | <input type="checkbox"/> Attendee Lanyards @ \$500 | <input type="checkbox"/> Free w/ booth
<input type="checkbox"/> \$150 w/ no booth |
| <input type="checkbox"/> Tuesday Evening Reception | Additional options: | <input type="checkbox"/> Full Sponsorship (\$6,000) | <input type="checkbox"/> Partial Sponsorship (\$2,000) |
| <input type="checkbox"/> VIP Reception @ \$50 _____ (# of registrants) | | | |

Exhibitor Representatives Name Badge Information (additional people may added for \$100.00 per person):

1. _____ Company: _____

2. _____ Company: _____

Advertising Options:

- | | | |
|---|--|---|
| <input type="checkbox"/> Outside Back Cover - \$250 | <input type="checkbox"/> Inside Front Cover- \$200 | <input type="checkbox"/> Inside Back Cover- \$200 |
| <input type="checkbox"/> Full Page Ad - \$150 | <input type="checkbox"/> Half Page Ad - \$100 | <input type="checkbox"/> 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: sguyer@drsmgmt.com or 865-531-0722.