

HEALTHCON 2025 | ORLANDO, FL



EXHIBITOR PROSPECTUS

Hybrid Event

April 6-9, 2025

BRAND EXPOSURE. LEAD GENERATION. INCREASED SALES.

AAPC Events are designed to connect and educate healthcare professionals from across the country. With a focus on advancing the business of healthcare, these events bring the community together to seek solutions and build meaningful partnerships.

The 33rd annual HEALTHCON will be hosted in Orlando, FL. This hybrid event provides healthcare companies like yours the opportunity to connect with thousands of AAPC members, both in-person and virtually. As a sponsor/exhibitor, you will have exposure for your brand to both conference attendees and other exhibiting companies.

HEALTHCON proudly features a Practice Management Track. Be a part of the growth as we broaden our leadership audience.

Leverage your tools, resources, expert solutions, and peer input to assist attendees in overcoming challenges within their organizations. Our AAPC Advertising and Events Executive is ready to consult with you, tailoring solutions to your unique needs and pinpointing the optimal audience to ensure a successful experience and maximize your return on investment. Feel free to use her as a resource as you explore this prospectus to:

- Reach a specialized audience of coding, auditing, revenue management, and compliance professionals
- Connect with key decision-makers and strong influencers
- Optimize your exhibitor space location: all sponsors and exhibitors are strategically placed in the middle of all the action

DISNEY'S CORONADO SPRINGS RESORT®



ABOUT AAPC

Setting the gold standard for over 35 years, AAPC is the nation's largest training and certification association for the business of healthcare, with 250,000+ members. AAPC is at the heart of every claim and every dollar earned. We offer training, certification, employment resources, and continuing education through local chapters, workshops, webinars, publications, and conferences. We reach an audience that includes professional coding and billing staff, university management, physicians, nurses, insurance payers, consultants, educators, accountants, and those dealing with legal issues related to the business of healthcare.

AAPC's HEALTHCON is where healthcare professionals gather to discover and discuss the latest trends, products and solutions, while learning at one encompassing conference. Make sure your company is there to meet our members face to face to showcase your products and services. Maximize your investment and extend your company's reach to an engaged audience.

AAPC is trusted by thousands of healthcare leaders to support the most critical functions in the revenue cycle.

"There is no better way to connect with the medical coding community than through AAPC and the annual HEALTHCON conference. From great sessions to sustained engagement at our booth our team learned a great deal and created a number of great relationships."



Tim Jones

CRO, AIDEO TECHNOLOGIES



Don't hesitate to contact Michelle Miller at AAPC to secure your spot:

michelle.miller@aapc.com
or 385-207-2317

WHY EXHIBIT

- **GENERATE LEADS:**

The HEALTHCON Exhibit Hall generates an average of 200 leads per exhibitor.

- **BOOST YOUR BRAND:**

Elevate your brand visibility among highly motivated healthcare professionals.

- **STRENGTHEN PUBLIC PERCEPTION:**

Attendees will recognize your brand as a thought leader in the healthcare industry.

- **CONNECT WITH YOUR AUDIENCE:**

Leverage your booth space to engage with your ideal customer base; 80% of attendees spend 30+ minutes interacting with exhibitors. Collect contact information and follow up.

- **MAKE AN IMPRESSION:**

The majority of HEALTHCON attendees rate their Exhibit Hall experience as good or excellent. Your brand can be part of making it memorable and building lasting relationships.

- **RETURN ON INVESTMENT:**

AAPC wants you to leave with a list of leads that turn into dollars. With a well-planned sponsorship strategy, you will make new connections and develop future business relationships that will increase your bottom line.

BENEFITS

Company listing and hyperlink on healthcon.com.

Recognition in HEALTHCON 2024 Conference Program.

Meals included during conference schedule times.

10 x 10 booth with 6' table and 2 chairs.

Access to our conference app which has 100% usage by all attendees. Includes information to schedule meetings and links for profile – AAPC will work with vendor to build virtual booth.

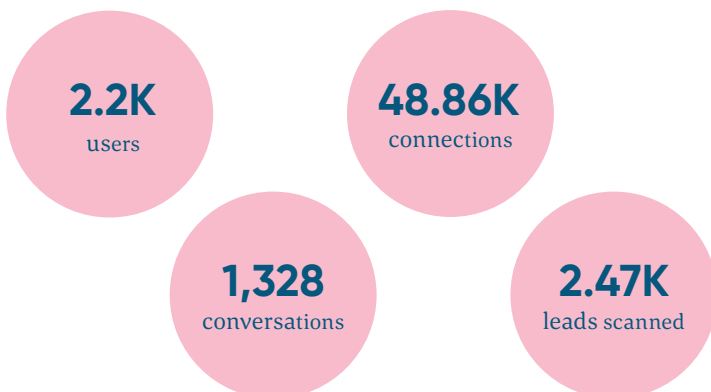
Location information for each exhibitor booth available for in-person attendees.

Conference app tracks attendees joining demos/request for meetings and AAPC will provide attendee information post-conference.

Conference app has opportunity to post prizes through the “Demos & Giveaways” chat wall to boost engagement.

Expand your reach and benefit from the best of both worlds when you exhibit in-person and virtually. Standard booth package does not include furniture, Wi-Fi, or electrical.

CONFERENCE PLATFORM DATA*

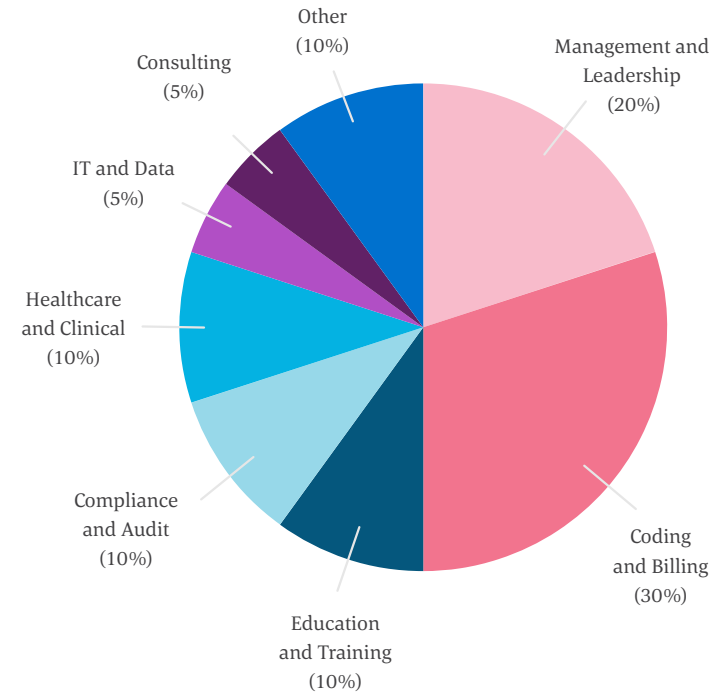


The Exhibit Hall provides every attendee with the opportunity to observe new products, publications, and tools, as well as speak directly to a company’s representatives. Our attendees are particularly interested in:

- APCs
- Coding software
- Periodicals
- Auditing services
- Compliance issues
- Production efficiency
- Billing services
- Government regulations
- Training services
- Higher education
- Training techniques
- Coding literature
- Instructional aids
- CMS guidelines

AUDIENCE PROFILE

ANTICIPATED ATTENDEES:
2,200 | 1,500 IN-PERSON – 700 VIRTUALLY



JOB TITLES ASSOCIATED WITH HEALTHCON ATTENDEES INCLUDE:

CODING AND BILLING

Billing Administrator, Billing Specialist, Billing Compliance Manager, Certified Professional Coder

MANAGEMENT AND LEADERSHIP

President, Vice President, Practice Manager, Chief Financial Officer, Director, Manager

EDUCATION AND TRAINING

Assistant Professor, Associate Dean, Coding/Clinical Educator, Director of Coding and Development

COMPLIANCE AND AUDIT

Appeals Specialist, Audit Manager, Auditor, Compliance Analyst

HEALTHCARE AND CLINICAL

Chief HIMs, Clinical Documentation Specialists, HIM Manager, Medical Director

IT AND DATA

VP Data and Health Information Services, Business Systems Analyst, Informatics Business Analyst

CONSULTING

Consultant, Coding Consultant, Compliance Consultant

OTHER

Founder and CEO, Office Manager, Telehealth Revenue Manager, Administrative Assistant

TYPE OF COMPANIES HEALTHCON ATTENDEES REPRESENT

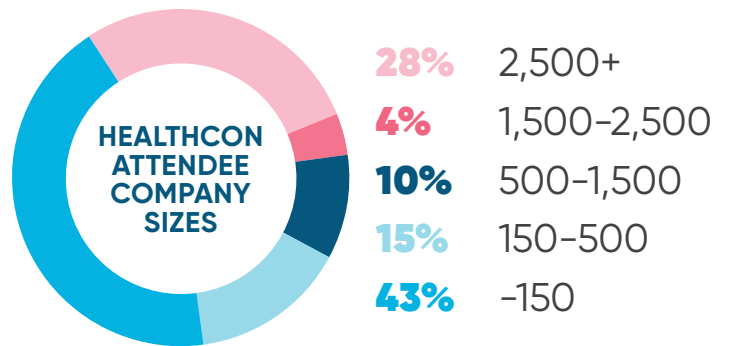
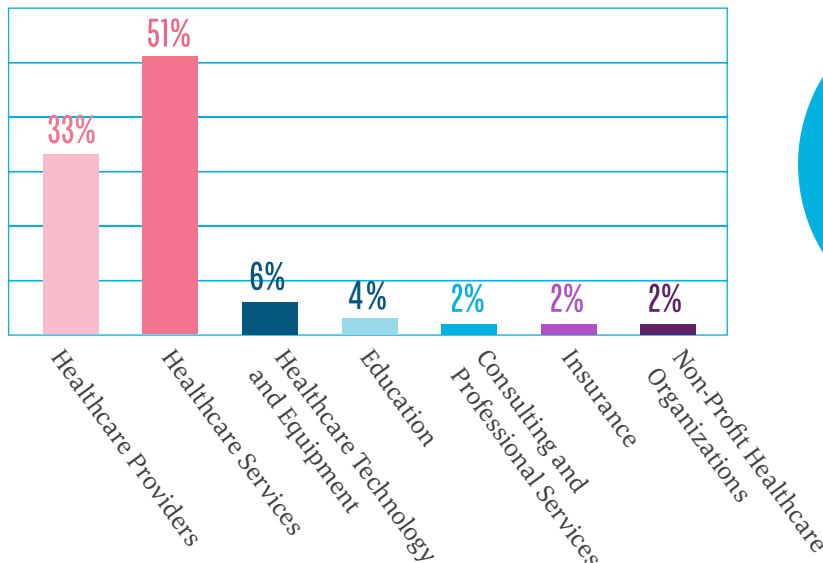


EXHIBIT BOOTH INFORMATION

Rely on our team of event experts to pinpoint the most valuable conference opportunities for your unique goals, allowing you to concentrate on generating quality leads and sales. AAPC will strategically showcase your products and services to top healthcare professionals nationwide, ensuring widespread recognition of your solutions.

Expand your reach and benefit from the best of both worlds when you exhibit in-person and virtually. Standard booth package does not include furniture, wifi, or electrical.

BOOTH RATES

10x10 Booth Rental and Virtual Booth | \$5,000

Upgraded Booth Spaces (Select Option):

Premium Space | \$1,000

Corner Space | \$1,000

Island (20' x 20' Booth) | \$2,500

Badge Scanner | \$500

COMPLETE THE AGREEMENT FOR A BOOTH SPACE AND SELECT YOUR TOP LOCATION PREFERENCES

EXHIBIT HALL SCHEDULE*

Date	Start	Finish	Title
6-Apr	10:00 AM	4:00 PM	Exhibitor Setup
6-Apr	4:30 PM	6:30 PM	Welcome Reception
7-Apr	8:00 AM	9:00 AM	Breakfast with Exhibitors
7-Apr	10:00 AM	10:30 AM	AM Break with Exhibitors
7-Apr	11:45 AM	1:00 PM	Lunch with Exhibitors
7-Apr	2:15 PM	2:45 PM	PM Break with Exhibitors
8-Apr	8:00 AM	9:00 AM	Breakfast with Exhibitors
8-Apr	11:45 AM	1:00 PM	Lunch with Exhibitors
8-Apr	3:45 PM	4:15 PM	PM Break with Exhibitors
8-Apr	4:15 PM	7:00 PM	Exhibitor Teardown

BOOTH INCLUDES

10 x 10 booth with 6' table and 2 chairs

Two exhibitor badges, one includes full registration, and the other is Exhibit Hall access only (with the option to upgrade)

Company listing and hyperlink on healthcon.com

Recognition in HEALTHCON 2025 Conference Program

Meals included during conference scheduled times

Virtual booth in conference app –AAPC collaborates with vendors to craft engaging virtual spaces, complete with meeting scheduling features and profile links.

Location information for each exhibitor booth available for in-person attendees

Conference app tracks attendees joining demos/request for meetings and AAPC will provide attendee information post-conference

Conference app has opportunity to post prize through the “Demos & Giveaways” chat wall to boost engagement

Conference app can sort your company by (up to 10) categories so attendees can search for vendor information applicable to their needs.



SPONSORSHIP OPPORTUNITIES

For increased exposure and impact, take advantage of one or more of the following sponsorship opportunities:

MAIN STAGE SPONSOR: \$12,500

This highly visible sponsorship drives traffic into general session. Greet attendees, invite them to your table, hand out information at the doors. You will get logo recognition on the main stage entrance, 15-second video featured on the general session stage, and a table for lead scanning at the entrance. (Sponsor to provide artwork and video)



CONFERENCE WELCOME PARTY: \$17,000

The Conference Welcome Party will include drinks and light snacks with fun activities. Each sponsorship includes drink tickets that attendees pick up from your booth. (Limit one drink ticket per attendee.)



REGISTRATION WELCOME SPONSOR: \$8,000

This is designed to maximize brand awareness throughout the event. You will get Welcome Sponsor mention in pre-conference communications, welcome station at registration area, meter board sign provided at your welcome station, opportunity to provide memorable welcome gift to all attendees at registration, recognition on all name badges, and a 15-second video featured on digital displays onsite. (Sponsor to provide artwork and video.)

ATTENDEE MEALS:

All meals are served in the Exhibit Hall. You may distribute marketing materials at each meal that you sponsor, along with a sign highlighting your company's sponsorship of the meal.

Breakfast \$10,000	Break \$7,000
Lunch \$15,000	Send-off Snack \$12,000

BREAKOUT SESSION ROOM SPONSOR: \$7,000

This includes the opportunity for you to present a prerecorded, 20-second video and introduce a speaker before each breakout session in a dedicated room with your logo on the sign in front of the onsite meeting room and on the virtual session list.

DEMO STAGE SPONSOR: \$3,000

Spotlight your live presentation of an educational session, hot topic discussion, case study, new research, or demo of your product with up to 30 minutes on the Demo Stage in the Exhibit Hall. Session to appear in the conference schedule of events with recognition on signage, and recognition in the attendee pre-event email to promote this demo session.

LOUNGE: \$12,000

This will be an area provided to the conference attendees as a space to relax within the conference center. As a sponsor, you'll play a pivotal role in shaping the ambiance and functionality of this space to align with your brand.



SPONSORSHIP OPPORTUNITIES

LANYARD: \$7,000

Your company logo will be prominently displayed on the lanyard, which every attendee is required to wear at all times throughout the conference.

SPONSOR TOTE BAG: \$12,000

Your company logo will be prominently displayed on the conference tote bag that will be distributed to both in-person and virtual attendees.



CONFERENCE PROGRAM:

Posting an advertisement in the conference program is a valuable way to alert attendees to your company's products and services.

Back Cover \$3,500	Full Page \$2,000
Inside Back Cover \$3,000	Half Page \$1,500
Inside Front Cover \$3,000	Quarter Page \$1,000
Full Page Tab 2,500	

REGISTRATION BAG

SWAG ITEM/AD INSERT: \$2,000

Placing a swag item (e.g., a pen with your logo on it) or marketing piece in each attendee's bag is a sure way for them to remember your company's presence. Limit 1 swag item and 1 insert per vendor.



SPONSORSHIP PACKAGES

Take advertising at HEALTHCON to the next level by upgrading to a sponsorship package. Each package will increase your visibility, and your company will be front and center as a premium HEALTHCON partner.

BENEFITS	BRONZE	SILVER	GOLD	PLATINUM
Onsite booth size with premium space*	10'x10'	10'x10'	10'x20'	20'x20'
Virtual booth size	Small (Logo Only)	Medium (1/2 Screen Banner)	Medium (1/2 Screen Banner)	Large (Full Screen Banner)
Logo on HEALTHCON.com, listing sponsorship level, linking to vendors website	✓	✓	✓	✓
Conference Program Ad**	1/2 Page	Full Page	Tab	Choice of: Back cover, inside cover, or inside back cover
Pre/Post-Conference attendee physical address mailing list	Choice of Pre or Post	Choice of Pre or Post	Both included	Both included
Full conference registration	1	1	2	2
Swag item/insert in Tote Bag	—	✓	✓	✓
General session advertising	Logo	Full Slide	Full Slide OR 15 Sec of less Video	Full Slide OR 15 Sec or less Video
Breakout session room sponsor	—	—	1 Room	2 Rooms
Conference app notifications	—	1	2	3
Conference app banner	—	—	✓	✓
AAPC the Magazine ad space***	—	—	1/4 Page Ad*	1/2 Page Ad*
Sponsored branding opportunities	—	—	Sole-Sponsored Break	Choice of: Conference Welcome Party, Tote Bag, or Lounge
Discount on additional HEALTHCON items	10%	20%	30%	40%
Price	\$7,000	\$10,000	\$15,000	\$30,000

*Conference program ads, alert notifications, general sessions advertising, and AAPC's The Magazine ads are subject to AAPC's approval; advertising for products and/or services that directly compete with those of AAPC will not be approved.

**The vendor will choose the month of ad publication in AAPC The Magazine, recognizing that three months' notice must be given for ad inclusion, and artwork is due two months prior to publication. (1/4 Page Trim Size: 3.75" X 4.8125" and 1/2 Page Trim Size: 7.375" X 4.8125")

IMPORTANT EVENT INFORMATION & DEADLINES:

All applications for exhibiting and sponsoring due by February 17, 2025

Cancellation Policy: Cancellations of vendor agreement will be granted without penalty if a cancellation request is received by March 7, 2025, in writing. Due to financial obligations incurred by AAPC, a refund will be issued less a processing fee of \$1,500 non-refundable deposit for requests received prior to March 7, 2025. No refunds or credits will be issued on cancellation requests after March 7, 2025. No-shows will not be refunded.

Cancellations must be submitted via email to michelle.miller@aapc.com

In order to fulfill vendor agreement, AAPC will require the following by February 17, 2025

HIGH RES LOGO (.EPS)

URL

AAPC THE MAGAZINE AD

- Sponsored Only: 1/4 Page Trim Size: 3.75" X 4.8125"
- Sponsored Only: 1/2 Page Trim Size: 7.375" X 4.8125"
- Booth only: Not Applicable

CONFERENCE PROGRAM AD

- Sponsored Only: Full Page | Trim Size: 8.5" X 11" (0.125" Bleed)
- Sponsored Only: Half Page | Trim Size: 7.375" X 5" (No Bleed)
- Booth Only: Not Applicable

GENERAL SESSION ADVERTISING

- Sponsored Only: Full slide OR 15 sec video
- Sponsored Only: Full Slide
- Sponsored Only: Logo
- Booth Only: Not Applicable

FINAL PAYMENT DUE

LOGO SPECIFICATIONS:

All sponsors must submit their logo in vector artwork with fonts converted to outlines. Artwork must be created in Illustrator CS4 (or newer) formats, Corel Draw, or Freehand. Fonts must be converted to outlines and saved as an .eps file.

AAPC WILL ACCEPT ARTWORK IN THE FOLLOWING FORMATS:

Preferred digital files: Acrobat PDF, created greyscale with high-resolution images (300 dpi.), press-optimized format, and all images and fonts embedded.

Accepted digital files: InDesign or Illustrator CS4 (or newer). InDesign files must include graphics and fonts. Illustrator files must have fonts turned to outlines.

Any other format will be returned as unusable.

All ads are subject to AAPC approval.

In order to fulfill vendor agreement, AAPC will require the following by March 14, 2025

Personnel Info: Names, Email Addresses, and Titles of all exhibitors

Virtual Booth Collateral: You will receive collaboration links to submit content to your virtual booth.

Registration Bag Swag Item/Insert: *must arrive at AAPC HQ by March 14, 2025 (plan for 2,200 pieces. Should that change, you will be informed) *Applies only if sponsored*

AAPC HQ
2233 S Presidents Drive Suite F
Salt Lake City, UT 84120

Verbiage for App Notifications (ex: come see [Company Name] at booth [xxx] to enter our giveaway). Something short and sweet

- *Sponsored Only:* Number of Notifications TBD based on agreed sponsorship package.
- *Booth Only:* Not Applicable



THANK YOU FOR YOUR
INTEREST IN EXHIBITING
WITH **AAPC!**

Orlando, FL

April 6-9, 2025 | Hybrid Event



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Salt Lake City, UT 84120

Contact:

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385-207-2317
michelle.miller@aapc.com

www.aapc.com