

Promote your brand
to compliance professionals,
decision makers, and influencers

Prospectus
SPONSOR

Clinical Practice Compliance Conference

October 26–27 | VIRTUAL CONFERENCE

HCCA's Clinical Practice Compliance Conference offers you exposure, traffic, and the opportunity to get leads in the healthcare compliance field.

hcca-info.org/2020clinical



Reach your target audience

The HCCA Clinical Practice Compliance Conference is expected to attract 200+ professionals focused on clinical compliance and provides a unique opportunity to promote your organization's product or service to a highly targeted audience.

The Clinical Practice Compliance Conference's sponsoring opportunities can help you to:

- Gain visibility and name recognition with healthcare compliance professionals across the country.
- Develop relationships with new prospects and strengthen ties with existing clients.

Who attends

- Compliance officers
- Coders
- Managers
- Physicians
- General counsel
- Compliance attorneys

Dates & times (CDT)

Sponsor hall hours

Monday, October 26

8:05 AM – 5:00 PM

Tuesday, October 27

8:15 AM – 5:00 PM

NOTE: Attendees will have access to the platform 45 minutes prior to the first session each day and throughout the day.

Dates to remember

Friday, October 2

Creative elements due to production company

Thursday, October 15

Sponsor discounted registration forms due

About HCCA

HCCA exists to champion ethical practice and compliance standards in the healthcare community and to provide the necessary resources for compliance professionals and others who share these principles.

Speak at HCCA conferences

Exhibitors and sponsors are welcome to submit speaking proposals when the call for speakers is open for HCCA conferences. Submissions will be evaluated based on the merits of the proposed topic, the content, and the speaker(s). Sponsoring/exhibiting at the conference does not entitle an organization to a speaking slot, nor does it earn any preferences.

For more information about speaking at HCCA conferences, visit hcca-info.org/Events/CallforSpeakers.aspx.

Virtual sponsorship opportunities

Increase your brand awareness among this relevant audience with a sponsorship package

Levels

PLATINUM.....	\$5,000
SILVER.....	\$2,500

Sponsor is responsible for package price and HCCA is responsible for all other sponsorship costs.

All sponsorship opportunities include the following:

(Refer to each sponsorship for additional benefits)

- Virtual Sponsor Booth with benefits as listed below
- Logo on all conference communications following commitment to sponsor
- Recognition in conference slide show
- Up to 6 “Sponsor Hall Only” passes
- Post-conference attendee postal mailing list with signature on HCCA List Use Agreement

Platinum sponsorship opportunities include the following:

- Visible, clickable logo within the conference platform Lobby
- Option to purchase up to 2 full-conference registrations at the discounted rate of \$295

Silver sponsorship includes the following:

- Option to purchase 1 full-conference registration at the discounted rate of \$295

Virtual Booth benefits include:

- Listing on HCCA conference website
- A virtual booth— attendee access through Sponsor Hall icon in the conference platform Lobby
- Sponsors work directly with our platform provider to brand booth design that may include:
 - Company info
 - Logo
 - Video
 - Contact info
 - Swag
- There is the ability within the platform to capture leads. Attendees are required to enter contact info prior to watching videos or interacting in your virtual booth. HCCA will provide an analytics report following the conference.
- Sponsor is responsible for providing all creative elements to the production company by Friday, October 2, 2020.

Sponsorship opportunities

Choose one or more opportunities below.

PLATINUM

Conference Social Event: Live Piano Show

A professional will provide entertainment on the piano, playing well known favorites as well as requests from the audience at the Conference Social Event on Monday evening from 5:00–6:00pm. The platform page for this networking event will be branded to recognize the sponsor. Your company logo on all HCCA emails promoting the conference, the social event, and your logo can be used as a zoom background during the performance.

[\$5,000]

Starbucks Coffee Break Sponsor

Send a \$10 Starbucks Gift Card electronically to all attendees during the first day of the conference.

Your company name on the email and on the invitation to download the gift card. Includes one Virtual Coffee Break static slide in each breakout room on Monday or Tuesday during one 15-minute scheduled break time.

[\$5,000]

Photo Booth via Snapbar



Place your brand on an innovative, web-based virtual photo booth. Gallery link of all photos is shareable to all attendees and

includes your company logo. Attendees access through the Photo Booth icon in the Lobby, and the platform page will be branded to recognize sponsor. Sponsor logo on all HCCA emails promoting the conference and this social event.

[\$5,000]

Wellness Center

Attendees can take a break from session content to relax and watch a variety of short pre-recorded wellness videos—from Yoga to chair stretches to creating a healthy plate. Attendee access through the Wellness icon in the Lobby. Platform page will be branded to recognize the sponsor, and logo on all HCCA emails promoting the conference and this activity.

[\$5,000]

Piccles: A Virtual Engagement Tool Using Drawings to Communicate



An interactive platform to draw a little picture with a lot of people, and together form a big picture.

Your company logo on the side of the drawings compilation page and used in a unique access code for 2 icebreakers and 1 audience poll. Attendees access the drawing tool by taking a picture with a cell phone of a QR code on the coffee break screen that gives the ability to draw a simple picture using their cell phone. Pictures may be uploaded to form a big picture. Platform page for this networking event will be branded to recognize the sponsor. Sponsor logo included in all HCCA emails promoting the conference and this social event.

[\$5,000]

Cutest Pet Contest



Your company hashtag is used when attendees enter a cutest pet photo contest that can be shared

during and post-event. Branded landing page for showcase of all entries. Attendees access through the Cutest Pet Contest icon in the Lobby, and the platform page will be branded to recognize sponsor. Sponsor logo on all HCCA emails promoting the conference and this social event.

[\$5,000]

SILVER

Virtual Coffee Break

Post about your HCCA virtual booth and sponsorship on social media and send an email communication to your clients by 10/16/20. Includes one Virtual Coffee Break static slide in each breakout room on Monday or Tuesday during one 15-minute scheduled break time.

[\$2,500]

Sponsorship application

Clinical Practice Compliance Conference • October 26–27, 2020 • VIRTUAL CONFERENCE

Sponsor Information

Organization _____

Street Address _____

City/Town _____ State/Province _____

Zip/Postal Code _____ Country _____

Phone _____

Email _____

Contact Person's Full Name _____

Contact Person's Job Title _____

Billing Contact

Billing Contact's Full Name _____

Billing Contact's Job Title _____

Billing Contact's Email _____

Terms and Conditions

By submitting this form you agree to the full terms and conditions, including use of your information, viewable at hcca-info.org/2020clinical.

Payments: All payments must be paid in full 30 days prior to the conference date.

Payment/Cancellation Fee: A 50% deposit is required for sponsorships. Deposits are non-refundable. No refunds will be made less than 30 days from the start of the conference.

Authorized Signature

This agreement shall not be binding unless it is signed by an authorized representative of the applicant's firm. By signing below, I hereby certify that I have read and will abide by the "Terms and Conditions."

Authorized Signature

OFFICE USE ONLY

Date received _____ By _____ Invoice _____

Sponsorship Opportunities

PLATINUM LEVEL

\$5,000 each

- | | |
|--|---|
| <input type="checkbox"/> Conference Social Event:
Live Piano Show | <input type="checkbox"/> Wellness Center |
| <input type="checkbox"/> Starbucks Coffee
Break Sponsor | <input type="checkbox"/> Piccles: A Virtual
Engagement Tool Using
Drawings to Communicate |
| <input type="checkbox"/> Photo Booth via Snapbar | <input type="checkbox"/> Cutest Pet Contest |

SILVER LEVEL

\$2,500 each

- Virtual Coffee Break

SPONSORSHIP TOTAL = \$ _____

Payment

TODAY'S DEPOSIT \$ _____ (out of TOTAL \$ _____)

Mail this form to HCCA, 6500 Barrie Road, Suite 250,
Minneapolis, MN 55435-2358

Fax this form to 952.988.0146

Email this form to helpteam@hcca-info.org — Due to PCI compliance, do not provide credit card information via email. You may email this form (without credit card information), then call HCCA at 888.580.8373 with payment information.

- Invoice me
- Check enclosed (payable to HCCA)
- Wire transfer requested
- Credit card: I authorize HCCA to charge my:
- Visa Mastercard Discover American Express
- 50% deposit Payment in full

Credit Card Account Number

Credit Card Expiration Date

Cardholder Name

Cardholder Signature