

# 2020 Regional Healthcare Compliance Conferences

## Exhibitor & Sponsor Prospectus



**HCCA will be in 30 cities in 2020**

[hcca-info.org/regionals](https://hcca-info.org/regionals)  
Questions? [amber.zerin@hcca-info.org](mailto:amber.zerin@hcca-info.org)



## Exhibit | Sponsor

# 2020 HCCA Regional Healthcare Compliance Conferences

The Health Care Compliance Association invites you to participate in supporting regional compliance education conferences. Take advantage of a unique opportunity to expand your reach to professionals in your target market. These regional conferences are attended by influential and experienced professionals.

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

## Dates & Locations

### REGIONAL COMPLIANCE EVENTS

January 17 • Charlotte, NC

January 24 • Atlanta, GA

January 31 • Orlando, FL

February 7 • Portland, OR

February 14 • Dallas, TX

February 27–28 • Anchorage, AK

February 28 • St Louis, MO

March 6 • Washington, DC

April 24 • New Orleans, LA

May 1 • Columbus, OH

May 8 • New York, NY

May 14–15 • San Juan, Puerto Rico

May 29 • Philadelphia, PA

June 5 • Seattle, WA

June 12 • Los Angeles, CA

June 12 • Ann Arbor, MI

September 11 • Boston, MA

September 11 • Minneapolis, MN

September 18 • Kansas City, MO

September 25 • Indianapolis, IN

October 2 • Pittsburgh, PA

October 8–9 • Honolulu, HI

October 16 • Denver, CO

October 23 • Chicago, IL

October 30 • Louisville, KY

November 6 • Scottsdale, AZ

November 13 • Nashville, TN

December 4 • San Francisco, CA

December 11 • Houston, TX

December 11 • Richmond, VA

For more information, contact  
Amber Zerín, [amber.zerin@hcca-info.org](mailto:amber.zerin@hcca-info.org) | 952.567.6236

# Exhibit and Increase Brand Awareness

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## Exhibitor Pricing & Benefits

Table-top exhibit display.....\$1,000

- 6' draped table\*
- One chair
- Wastebasket
- Company logo on event page
- Call out in pre-conference attendee welcome email
- Company listing in welcome slideshow onsite
- Onsite attendee engagement activity to maximize booth exposure
- One onsite exhibit representative with access to conference sessions and meal functions
  - » Additional exhibitor registrations \$175 each

\*Includes space for a small display to set on the table, or a maximum of two banner stands

## Exhibitor Details

Exhibit Set-Up.....7:00 AM

Exhibit Viewing Hours .....7:30 AM – 3:30 PM

Teardown ..... 3:30 PM

Exhibit tabletop space assignments are on a first-come basis the morning of the conference

Hours may vary by location

# Sponsor for Maximum Exposure

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HCCA events are attended by highly influential and experienced professionals. Sponsorship offers you strategic positioning as an industry leader.

Each sponsorship opportunity will include the following:

- Company listing on event page
  - Company logo on cover of program agenda
  - Company logo on conference email blasts
  - Company logo in onsite welcome slideshow
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## Sponsorship Opportunities for all 2020 HCCA Regional Conferences

Prices listed are for 20+ Regional Compliance Conferences

**Mobile App:** The Regional Conference mobile app is an innovative application that works on any web-ready Apple or Android mobile device. Attendees will use this application to view conference information and access PowerPoint presentation slides for the sessions. As the sponsor, you will see your logo on the main “Now” screen that serves as the homepage for the app. This is great exposure and the latest trend in conferences. [\$12,000]

**Lanyard:** Each attendee receives and wears a lanyard at the conference. Your company logo/website will appear on the lanyard. [\$8,000]

## Sponsorship Opportunities for Individual Conferences

Prices listed are per event. All sponsorships with tangible items must be submitted at a minimum of 30 days prior to the conference date for production.

**Lunch:** A buffet lunch will be provided for all attendees. Your company name will be displayed on signage throughout the lunch and includes paper napkins with your logo. [\$4,000]

**Continental Breakfast:** A continental breakfast will be provided for all attendees. Your company name will be displayed on signage throughout the breakfast and includes paper napkins with your logo. [\$2,500]

**Wireless Internet:** Your logo will be displayed next to the internet login information onsite (printed and/or in the welcome slide deck) [\$1,500]

**Padfolios:** Your company logo will appear on the cover of the padfolio (one color imprint). Padfolios will be distributed to all attendees [\$1,500]

**Tumblers:** Your company logo will appear on the tumbler (one color imprint) and will be available to all attendees [\$1,500]

**Tote Bag:** Your company logo will appear on the tote bag (one color imprint) and will be distributed to all attendees. [\$1,500]

**Water Bottle:** Your company logo will appear on the bottle (one color imprint) and will be available to all attendees [\$1,500]

For more information, contact  
Amber Zerlin, [amber.zerlin@hcca-info.org](mailto:amber.zerlin@hcca-info.org) | 952.567.6236  
[hcca-info.org/regionals](http://hcca-info.org/regionals) 888.580.8373 | 952.988.0141

# Get to Know HCCA

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## About us

HCCA's vision is to be the preeminent healthcare compliance association, promoting the lasting success and integrity of healthcare organizations across the country. Our organization is 12,000+ members strong—and growing!

Since 1996, HCCA has been championing ethical practice and compliance standards and providing the necessary resources for healthcare compliance professionals and others who share these principles.

## Major functions

1. To promote the highest standards in healthcare compliance programs—from their introduction and development to continuous improvement.
2. To provide a forum for interaction and information exchange among healthcare compliance professionals.
3. To create high-quality educational opportunities for the compliance community.

## Our services

- 50+ national and regional conferences around the country
- Web conferences covering hot topics, allowing you to learn without leaving your desk
- Educational products, including books, videos, and other training materials
- *Compliance Today*, HCCA's monthly magazine for members
- *Compliance Weekly News* (CWN), HCCA's weekly e-newsletter
- Opportunity to join *HCCAnet*, our thriving online social network for healthcare compliance professionals
- Member discounts on conferences, certification registrations, products and certification
- Certification through the Compliance Certification Board (CCB)<sup>®</sup>—Certification options include Certified in Healthcare Compliance (CHC)<sup>®</sup>, Certified in Healthcare Compliance-Fellow (CHC-F)<sup>®</sup>, Certified in Healthcare Privacy Compliance (CHPC)<sup>®</sup> and Certified in Healthcare Research Compliance (CHRC)<sup>®</sup>

**Learn more about us and become a member at [hcca-info.org/join](https://hcca-info.org/join)**

For more information, contact  
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# Terms and Conditions

To ensure a successful exhibiting or sponsoring experience at the Health Care Compliance Association's (HCCA's) conferences, please read the following Exhibitor & Sponsor Terms & Conditions ("Terms & Conditions") carefully. By submitting a booth space or sponsorship application, exhibitors and sponsors agree to abide by these Terms & Conditions, and any other rules and regulations set forth for this event, including any special requirements that are imposed by the facility at which the conference will be held ("Facility"). Exhibitor or Sponsor agrees and understands that these Terms & Conditions are contractual in nature, and become part of the contract between the exhibitor and HCCA relating to exhibitor's attendance and exhibiting activities at the HCCA 2020 Regional Compliance & Ethics Conferences.

- 1. Eligibility to exhibit.** Exhibitors' products and services must be relevant to the compliance profession. To exhibit, exhibitors must be in good financial standing with HCCA. HCCA has the right to refuse or terminate exhibit space rental if products, services, exhibitor behavior, or displays are not appropriate and compatible with the general character or quality of the conference and cause undue interference with the effective operations of HCCA and its staff. The rules, policies, and regulations outlined on this form and in the service kit are part of the exhibitor's contract with HCCA.
- 2. Payment.** All payments must be made in full at least 7 days prior to conference date.
- 3. Exhibitor use of space.** Exhibitors may not assign, sublet, or apportion the whole or any part of their allotted space. In addition, exhibitors may not advertise or display products or services other than those manufactured or sold in their regular business. The distribution of samples, souvenirs, publications, etc., or other sales or sales promotion activities must be conducted by exhibitor only from within its space. The distribution of any article that interferes with the activities or obstructs access to neighboring booths, or that impedes aisles, is prohibited. This includes placement of display racks, banners, brochures, or other items outside of the designated space rented by the exhibitor, as well as the offering of food or beverages.
- 4. Exhibitor code of conduct.** All exhibitors agree to abide by the following code of conduct, and agree to HCCA's right to take immediate action to restrict or evict exhibitor and/or its personnel from the conference in the event of Code of Conduct violations. In the event of such eviction or restriction, exhibitor will forfeit all monies paid for the conference, and may be subject to restrictions or prohibitions on attending future HCCA conferences.
  - The exhibitor and its personnel shall conduct and operate its exhibit so as not to annoy, endanger, or interfere with the rights of other Exhibitors, conference attendees, and visitors or HCCA staff.
  - HCCA reserves the right to prohibit any exhibit and/or exhibitor that, in its sole discretion and judgment, is inappropriate, offensive, or may detract from the general character of the conference.
  - HCCA reserves the right to remove, without compensation, any exhibit and/or exhibitor that, in HCCA's sole discretion and judgment, is inappropriate, offensive, or may detract from the general character of the conference.
  - HCCA reserves the right to require the removal of any exhibitor personnel who engage in behavior which, in the sole discretion of HCCA, is determined to be objectionable to other exhibitors, conference attendees, and/or HCCA staff.
  - Any demonstrations or activity that may result in obstruction of aisles or that prevent ready access to nearby exhibitors' booths shall be prohibited.

- The audio level of any playback equipment, audio, video, and/or demonstrations must be at a level so as not to disturb or be heard by adjacent exhibitors and their patrons. HCCA reserves the right to restrict exhibits to a minimum noise levels.

**5. Promotion during conference.** Exhibitors are reminded not to place brochures, stickers, signs, posters or marketing materials anywhere other than within their own booth-space. Likewise, exhibitors' representatives are not allowed to distribute brochures, invitations, etc, anywhere than within their exhibit space. This is unfair to the other Exhibitors and an inconvenience to visitors.

## 6. Cancellation

- a) Cancellation or Reduction of Booth by HCCA. An exhibitor's failure to submit payment can result in the cancellation of the assigned space. In addition, HCCA has the right to cancel, reduce, or redistribute allocated booth space upon reasonable cause or due to events that make performance impossible. In the event of such an occurrence, HCCA will provide written notification and agrees to negotiate in good faith toward refund or reduction of the exhibit fee. If any part of the exhibit area is damaged, or the exhibitor is not permitted to occupy their assigned space, the exhibitor will be charged only for space that was actually occupied. HCCA is released from any and all claims for damages that may arise in conjunction with the above.
  - b) Show cancellation policy. The parties agree that if the HCCA Regional Compliance & Ethics Conference is cancelled in whole or in part, or its scheduled opening is cancelled or delayed, due to fire, explosion, strike, freight embargo, act of God, act of public enemy, act of war, war, act of terrorism, civil disturbance, act of any government, de jure or de facto, or governmental declaration or regulation, epidemic, or other event over which HCCA has no control, then the exhibitor contract may be immediately amended by HCCA, and the exhibitor hereby waives any and all claims against HCCA for damages, reimbursement, refunds, or compensation.
  - c) Cancellation by exhibitor. Cancellation fee for exhibit space is \$250 if cancelled 14 days before the conference date. After 14 days, no refunds will be made.
- 7. Installation and dismantling of exhibit.** Installation must take place during the times indicated, unless HCCA has previously provided written approval for installation at other times. Space not occupied by the start of the conference returns to HCCA for discretionary use. Dismantling begins at the conference's close and must be completed by the time indicated.

**8. Booth Construction.** One 6 foot table is provided along with one chair and a wastebasket. All display items must fit on top of the table or directly behind the table. There is space for a maximum of two banner stands behind the table.

**9. Fire Protection.** All exhibits must conform to fire laws, health regulations, electrical codes, and other ordinances of the local fire department. All materials used in the exhibit hall must be flameproof and fire resistant. All materials are subject to the inspection of the local fire department and their regulations shall govern. Any exhibits or parts thereof found not to be fireproof may be ordered to be dismantled. Enclosed ceilings are not permitted in the exhibit space. The hotel reserves the right to dismantle any exhibit it feels does not conform to the fire laws, health regulations, electrical codes, and other ordinances of the local fire department.

# Terms and Conditions

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- 10. Indemnification.** Exhibitor or Sponsor shall defend, protect, indemnify, save, and hold HCCA, and its officers, directors, employees, and agents, the Facility in which HCCA meetings are being conducted, and all agents and employees thereof (hereinafter collectively called "Indemnitees") forever harmless from any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor and/or its personnel, employees and agents, and further, exhibitor shall at all times defend, protect, indemnify, save, and hold harmless the Indemnitees against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from, or out of, or by reason of any accident or bodily injury or other occurrences to any property, person, or persons, including the exhibitor, its agents, employees, and business invitees, which arise from, or out of, or by reason of said exhibitor's participation at the conference, the negligent or willful conduct of its personnel, employees and agents, and/or its occupancy and use of the facilities, or any part thereof.
- 11. Exhibitor insurance.** All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the Facility. HCCA and the Facility do not maintain insurance covering exhibitor's conduct or property. Exhibitor shall carry Comprehensive General Liability coverage, including premises, operations, and contractual liability coverage of at least \$500,000 for Personal Injury Liability and \$500,000 for Property Damage Liability and Statutory Workers' Compensation insurance in full compliance with all federal and state laws. A certificate of insurance shall be furnished if requested by HCCA.
- 12. Facility rules.** Exhibitors and sponsors shall strictly comply with all conditions imposed by the Facility in its contract with HCCA, and with the rules and regulations of the Facility.
- 13. Damage to property.** The exhibitor is liable for any damage caused to Facility floors, walls, columns, standard booth equipment, or other exhibitors' property. The exhibitor may not mark, tack, make holes, or apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment.
- 14. Americans with Disabilities Act.** Exhibitor represents and warrants (i) that its exhibit will be accessible to the full extent required by law; (ii) that its exhibit will comply with the Americans with Disabilities Act (ADA) and with any regulations implemented by the ADA; and (iii) that it shall defend, indemnify, and hold HCCA harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses that may be incurred by or asserted against HCCA, its officers, directors, agents, or employees on the basis of the exhibitor's breach of this paragraph or noncompliance with any of the provisions of the ADA.
- 15. Market research and surveys.** Exhibitors and sponsors are not permitted to conduct surveys of conference attendees during the conference.
- 16. Attendee information distribution.** HCCA encourages exhibitor and sponsor efforts to communicate with HCCA attendees. However, in an effort to meet exhibitor needs and also protect the privacy rights of our attendees, the following policies shall apply. Exhibitors may request a business card to obtain contact info for follow-up. HCCA does not release attendee email addresses. HCCA will provide a list to include attendee name, title, and company name.
- 17. Picture taking, videotaping/audiotaping.** Exhibitors are not permitted to photograph, audiotape, or videotape sessions, exhibits, or any other part of the conference without express, written approval from HCCA.
- 18. Trademarks.** Exhibitor/Sponsor grants HCCA, without the right to sublicense, a nonexclusive, revocable, nontransferable, royalty-free, worldwide license to use and display Exhibitor/Sponsor's company name and logo on HCCA website(s), print materials, and in other marketing media solely for purposes of promoting the Event and future events, provided that such use is in accordance with Exhibitor/Sponsor's established brand guidelines. If Exhibitor/Sponsor elects to become a branded sponsor for any portion of the Event, the use of Exhibitor/Sponsor's logo, marks, or artwork (collectively "Sponsor Artwork") on any Event merchandise or collateral is subject to the prior approval of HCCA, which reserves the right to reject any Sponsor Artwork that, in HCCA's sole discretion, fails to meet the defined specifications or general standards of quality for HCCA events. Exhibitor grants HCCA or anyone authorized by HCCA the right to use or publish, in print or electronic format, any photographs or video taken during the Event which contain images of Exhibitor's booth or space, including any trademarks, logos, or other images displayed in or on Exhibitor's booth or space, as well as any images or likenesses of Exhibitor's employees, contractors, subcontractors, or agents in the Exhibit Hall or at the Event.
- 19. Exceptions.** Any request for exceptions to these Terms & Conditions must be submitted in writing to HCCA at least two weeks prior to the conference start date. HCCA reserves the right to make exceptions to these Terms & Conditions in its sole discretion.

# Sponsorship & Exhibiting Application 2020 Regional Healthcare Compliance Conferences

## CONTACT INFORMATION

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City/Town \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Contact Person \_\_\_\_\_

Contact Person's Title \_\_\_\_\_

## BILLING CONTACT

Name \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

## PAYMENT

Mail this form to HCCA 6500 Barrie Road, Suite 250,  
Minneapolis, MN 55435 United States

Fax this form to +1 952.988.0146

Email this form to [help@hcca-info.org](mailto:help@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: One invoice
- Invoice me: Quarterly (January, April, July, October)
- Check enclosed: (payable to HCCA)
- Wire transfer requested
- Credit card: I authorize HCCA to charge my:
  - American Express  MasterCard  Visa  Discover
  - 50% Deposit  Payment in full

Credit Card Account Number \_\_\_\_\_

Credit Card Expiration Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

<b>OFFICE USE ONLY</b>			
Date received _____	By _____	Invoice _____	
Q1 _____	Q2 _____	Q3 _____	Q4 _____

## CONFERENCE LOCATIONS

Please check the conferences you would like to sponsor.

(Note: The sponsorship opportunities selected will be charged for all locations selected below. If you would like different sponsorship items for each location, please complete a new form for each location.)

- |   |   |
|---|---|
| <input type="radio"/> January 17 • Charlotte, NC        | <input type="radio"/> June 12 • Ann Arbor, MI         |
| <input type="radio"/> January 24 • Atlanta, GA *        | <input type="radio"/> September 11 • Boston, MA       |
| <input type="radio"/> January 31 • Orlando, FL          | <input type="radio"/> September 11 • Minneapolis, MN  |
| <input type="radio"/> February 7 • Portland, OR         | <input type="radio"/> September 18 • Kansas City, MO  |
| <input type="radio"/> February 14 • Dallas, TX          | <input type="radio"/> September 25 • Indianapolis, IN |
| <input type="radio"/> February 27–28 • Anchorage, AK    | <input type="radio"/> October 2 • Pittsburgh, PA      |
| <input type="radio"/> February 28 • St Louis, MO        | <input type="radio"/> October 8–9 • Honolulu, HI      |
| <input type="radio"/> March 6 • Washington, DC          | <input type="radio"/> October 16 • Denver, CO         |
| <input type="radio"/> April 24 • New Orleans, LA        | <input type="radio"/> October 23 • Chicago, IL        |
| <input type="radio"/> May 1 • Columbus, OH              | <input type="radio"/> October 30 • Louisville, KY     |
| <input type="radio"/> May 8 • New York, NY              | <input type="radio"/> November 6 • Scottsdale, AZ     |
| <input type="radio"/> May 14–15 • San Juan, Puerto Rico | <input type="radio"/> November 13 • Nashville, TN     |
| <input type="radio"/> May 29 • Philadelphia, PA         | <input type="radio"/> December 4 • San Francisco, CA  |
| <input type="radio"/> June 5 • Seattle, WA              | <input type="radio"/> December 11 • Houston, TX       |
| <input type="radio"/> June 12 • Los Angeles, CA         | <input type="radio"/> December 11 • Richmond, VA      |

\*Exhibitor space is currently full for the HCCA 2020 Atlanta Regional. Sponsorship opportunities are still available.

## CONFERENCE SPONSORSHIP OPPORTUNITIES

- Mobile App\*(annual).....\$12,000
- Lanyards\* (annual) **SOLD!**.....\$8,000
- Lunch.....\$4,000
- Breakfast.....\$2,500
- Wireless Internet.....\$1,500
- Padfolios.....\$1,500
- Tumblers.....\$1,500
- Tote Bag.....\$1,500
- Water Bottle.....\$1,500
- Support HCCA.....\$500

\*With the exception of the mobile app and lanyards, all prices listed are per event

## EXHIBITING OPPORTUNITIES

- Exhibit booth fee.....\$1,000
- Discount:
- 3-4 conferences.....(10%) \_\_\_\_\_
  - 5 or more conferences.....(15%) \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

## TERMS AND CONDITIONS

By submitting this form you agree to the full terms and conditions, include use of your information, viewable at [hcca-info.org](http://hcca-info.org)

**Exhibitor Attendee:** Each exhibitor must complete and deliver to HCCA the *Exhibitor Attendee Form* for each person exhibiting on site.

**Payments:** All payments must be paid in full 7 days prior to the conference date.

**Cancellation Fee:** There will be a \$250 non refundable fee if canceled 14 days or more before the exhibit date. If canceled less than 14 days before event there will be no refund.

## AUTHORIZED SIGNATURE

This agreement shall not be binding unless it is signed by an authorized representative of the applicant's firm and is accepted and signed by HCCA. By signing above, I hereby certify that I have read and will abide by the "Terms and conditions" in this prospectus.

\_\_\_\_\_  
Authorized Signature