

- Promote your products and services
- Connect with customers
- Generate new leads

Prospectus

Clinical Practice Compliance Conference

October 12–13, 2021 • VIRTUAL



Dear Business Partner,

You are invited to sponsor HCCA's Clinical Practice Compliance Conference. This year, we are offering our attendees a virtual learning experience, and we're excited to share the sponsorship opportunities we have planned.

Throughout these pages, you'll find the information that matters most when considering a sponsorship opportunity for your organization. Please review the content provided here and if you have questions, reach out to me personally. I look forward to working with you!

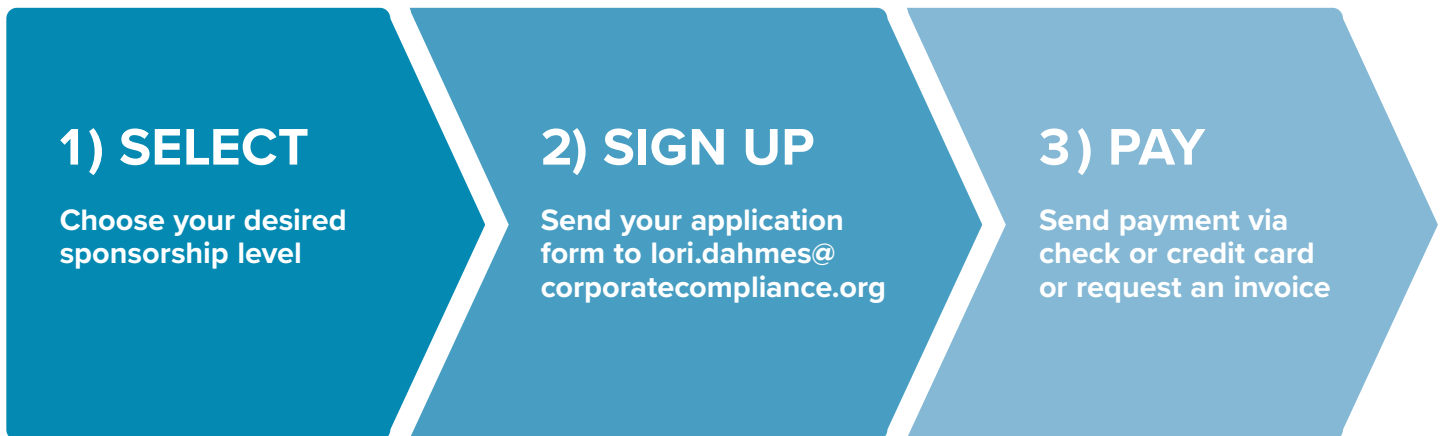
Sincerely,



Lori Dahmes
Exhibitor Account Executive
952.567.6213
lori.dahmes@corporatecompliance.org

HCCA is always looking for new and innovative ways for our partners to realize ROI on their sponsorship investments. If you don't see a sponsorship opportunity in this guide that fits your needs, and have a unique idea that you'd like to discuss, please reach out.

How to become a sponsor in three easy steps



Why sponsor/exhibit

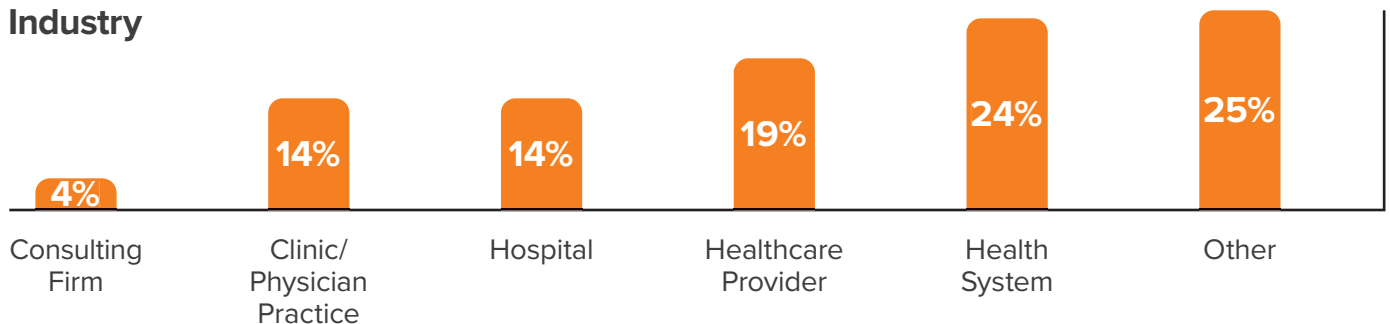
- Target healthcare compliance professionals working in health systems, hospitals, physician practices and clinics
- Meet key decision makers from a variety of healthcare organizations
- Capture leads through your custom virtual booth showcasing your products and services
- Take advantage of networking opportunities during conference breaks in which we encourage attendees to visit with sponsors
- Receive the post-conference attendee list
- Be listed in the sponsorship/exhibitor online directory
- Have fun while promoting your services as you participate in unique sponsorship opportunities like trivia, wellness resources, and more
- Option to purchase full conference registrations at a discounted rate

Sponsors of our 2020 event received an average of 25 inquiries via the virtual booth business card drop.

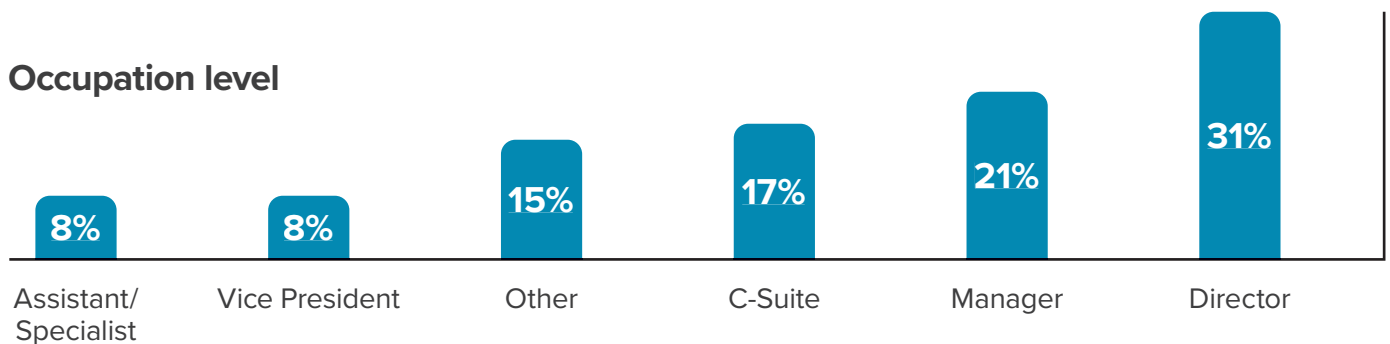
Attendee snapshot*

- **Visibility from 200+ attendees**

- **Industry**



- **Occupation level**



* Data reflected from attendee data collected during the 2020 Clinical Practice Compliance Conference.

About the conference

HCCA's Clinical Practice Compliance Conference provides insights, updates, and strategies that are pertinent to developing and managing an organization's compliance initiatives in a clinical setting. Attendees will hear about the latest updates on government initiatives related to physicians, clinics, and physician integrity trends. They come away with insight and strategies to address risk and improve compliance integrity at their organizations.

200+
Attendees
Expected

(based on a
2-year average)

Conference schedule (subject to change)

Tuesday, October 12

8:50–9:00am	Opening Remarks
9:00–10:00am	General Session
10:00–10:15am	Break — Attendees encouraged to view sponsor booths
10:15–11:15am	Breakout Sessions
11:15–11:30am	Break — Attendees encouraged to view sponsor booths
11:30am–12:30pm	Breakout Sessions
12:30–1:30pm	Mid-Conference Break — Attendees encouraged to view sponsor booths
1:30–2:30pm	General Session
2:30–2:45pm	Break — Attendees encouraged to view sponsor booths
2:45–3:45pm	Breakout Sessions
3:45–4:00pm	Break — Attendees encouraged to view sponsor booths
4:00–5:00pm	Breakout Sessions
5:00–6:00pm	Social Event

Wednesday, October 13

9:00–10:00am	Breakout Sessions
10:00–10:15am	Break — Attendees encouraged to view sponsor booths
10:15–11:15am	Breakout Sessions
11:15–11:30am	Break — Attendees encouraged to view sponsor booths
11:30am–12:30pm	Breakout Sessions
12:30–1:30pm	Mid-Conference Break — Attendees encouraged to view sponsor booths
1:30–2:30pm	General Session
2:30–2:45pm	Break — Attendees encouraged to view sponsor booths
2:45–3:45pm	Breakout Sessions
3:45–4:00pm	Break — Attendees encouraged to view sponsor booths
4:00–5:00pm	Breakout Sessions
5:00–5:15pm	Break — Attendees encouraged to view sponsor booths
5:15–6:15pm	Breakout Sessions

About HCCA

Health Care Compliance Association (HCCA) is a member-based association for healthcare compliance professionals. Serving more than 12,000 members across the country, we're dedicated to enabling the lasting success and integrity of those working in, working with, or supporting healthcare organizations.

Connect with our compliance community:

- 50+ local and virtual conferences per year
- Weekly webinars
- *Compliance Today*, our monthly magazine for members
- *The Compliance & Ethics Blog* and *Compliance Perspectives* podcast
- *Compliance Weekly News (CWN)*, our weekly email newsletter
- *HCCAnet*, our thriving online social network, as well as on LinkedIn, Facebook and Twitter

HCCA expands your reach

As a sponsor, we get your name out in front of HCCA members, email subscribers, and conference attendees.

- Logo appears in event marketing emails
- Logo appears in slideshows presented to conference attendees
- All sponsors thanked in opening remarks
- Logo and description posted on virtual event landing page on the HCCA website

2021 Sponsorship packages

PLATINUM SPONSORSHIP / \$3,500

✓ **One of the following platinum options:**

- **Photo Booth** (one sponsor)
Attendees access a photo booth area where they can snap selfies. All images are branded with your logo. Attendees have access through the link on the main conference page.
- **Starbucks Coffee Break Sponsor** (two sponsors)
Attendees receive a \$5 Starbucks gift card electronically on day two of the conference. Your company name is on the email invitation to download the gift card. Attendees must opt in. Maximum of 200 gift cards.
- **Wellness Center** (one sponsor)
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 learning a dance or meditation. This page is branded with your logo. Attendees access through the link on the main conference page.
- **Conference Social Event** (one sponsor)
TBA
- **Trivia by CrowdPurr** (one sponsor)
Attendees can play a game of trivia with fellow attendees during the mid-conference break on Monday. Includes your logo on the “game board” and results pages. You provide three questions related to your organization.

✓ **Logo, website, and company description** (90 word max.) on event landing page on the HCCA website

✓ **Logo on all conference communications** following sponsorship commitment

✓ **Customized virtual booth including:**

- **Company description/overview**
- **Video**
- **Downloadable resources**
- **List of contacts** with emails/phone numbers and pictures
- **Metrics** (get reports on who viewed booth, downloaded resources + more!)

✓ **Logo on the main page of the virtual event platform**

✓ **Logo in the conference welcome slide show** visible to all attendees

✓ **Commercial of your choice** played prior to one session (30 second max.)

✓ **Discounted conference passes** – Option to purchase up to two full conference registrations at the discounted rate of \$295 each

✓ **Post-conference attendee postal mailing list** (Requires signed agreement on list usage)

2021 Sponsorship packages

SILVER SPONSORSHIP / \$1,500

✓ **Logo, website, and company description** (90 word max.) on event landing page on the HCCA website

✓ **Customized virtual booth including:**

- **Company description/overview**
- **Video**
- **Downloadable resources**
- **List of contacts** with emails/phone numbers and pictures
- **Metrics** (get reports on who viewed booth, downloaded resources + more!)

✓ **Logo on the main page of the virtual event platform**

✓ **Logo in the conference welcome slide show** visible to all attendees

✓ **Discounted conference passes** – Option to purchase one full conference registration at the discounted rate of \$295 each

✓ **Post-conference attendee postal mailing list** (Requires signed agreement on list usage)

Sponsors are responsible for providing all creative elements to the platform. Sponsors have the ability to easily edit their platform presence.

Sponsorship application

Clinical Practice Compliance Conference • October 12–13, 2021 • VIRTUAL

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 listed in this prospectus, including use of your information, viewable at hcca-info.org/2021clinicalpractice. Your information may be shared with conference exhibitors, attendees, speakers, affiliates, and partners for marketing and/or networking purposes. To see the full use of your information or if you wish to opt-out, visit hcca-info.org/privacy.

By participating in an HCCA conference, you grant HCCA, or anyone authorized by HCCA, the right to use or publish in print or electronic medium any photograph or video containing your image or likeness for educational, news, or promotional purposes without compensation.

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

Payment/Cancellation Fee: A 50% deposit is required for all 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 exhibitor Terms and Conditions viewable at hcca-info.org/conferences/sponsoring-and-exhibiting/TandC.

In addition, all participants of our in-person conferences will be required to agree to the Personal Accountability Commitment, the Assumption of Risk, and the Liability Waiver and Release viewable at corporatecompliance.org/conference/tandc.

Authorized Signature

Sponsorship Opportunities

All sponsorship opportunities include virtual sponsor booth with benefits as listed on page 5/6.

PLATINUM LEVEL / \$3,500 each

- Photo Booth
- Starbucks Coffee Break Sponsor
- Wellness Center
- Conference Social Event
- Trivia by CrowdPurr

SILVER LEVEL / \$1,500 each

- Virtual Coffee Break

SPONSORSHIP TOTAL = \$ _____

Payment

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

Mail to HCCA, 6462 City West Parkway, Eden Prairie, MN 55344 USA

Fax to 952.988.0146

Email 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

Important Dates to Remember

September 20: Sponsor application due

October 1: Sponsor discounted registration forms

October 8: Full payment due

October 11: Final booth updates

OFFICE USE ONLY

Date received _____ By _____ Invoice _____