

VIRTUAL CONFERENCE

Healthcare Enforcement Compliance Conference

November 16–18, 2020

Sponsor Prospectus

*Don't miss this opportunity
to promote your business*

hcca-info.org/2020HECC



Reach your target audience

Participate in the 6th annual HCCA Healthcare Enforcement Compliance Conference. This conference is expected to attract 450+ professionals focused on regulatory compliance, and provides a unique opportunity to promote your product or service to a highly targeted and qualified audience.

The Healthcare Enforcement Compliance Conference's sponsoring opportunities can help you to:

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

Who will attend?

This conference is ideal for members of legal or compliance teams who work in healthcare enforcement.

Past attendees have included:

- Compliance officers
- Chief quality officers
- Presidents/CEOs
- Senior internal auditors
- Directors of compliance
- Regulatory/risk officers
- Government employees
- General counsel
- Compliance attorneys

What will attendees learn?

Sessions cover a wide range of compliance topics, including:

- False Claims Act
- The opioid crisis
- Cybersecurity and privacy
- Healthcare fraud
- Health information privacy and security
- Regulatory updates from the DOJ, CMS, and OIG

Dates to remember

Creative elements due to production company

Friday, October 23, 2020

Sponsor discounted registration forms due

Thursday, November 5, 2020

Exhibit Viewing Hours

Central Standard Time (CST)

Monday, November 16

8:05 AM – 5:20 PM CST

Tuesday, November 17

8:10 AM – 3:50 PM CST

Wednesday, November 18

8:15 AM – 4:30 PM CST

Please note:

50% deposit is required for all sponsorships. Balance must be paid in full by 10/16/20. Deposits are non-refundable.

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

Search for HCCA's Healthcare Enforcement Compliance Conference on Twitter



Virtual sponsorship opportunities

Increase your brand awareness with a sponsorship package

Sponsorship Levels

PLATINUM..... \$8,000 or more

GOLD..... \$5,000 or more

SILVER..... \$3,000 or more

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

Virtual Sponsor Booth benefits include:

- Listing on HCCA conference website
- A virtual booth: attendee access through Sponsor Hall icon in 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 in order to be eligible for a drawing for a gift card.
- Sponsor is responsible for providing all creative elements to the production company by 10/23/20.

All sponsorship opportunities include the following. Refer to each sponsorship for additional benefits:

- Virtual Sponsor Booth with benefits as listed (see box at left)
- Logo on all conference communications following commitment to sponsor
- Recognition in conference slide show
- Post-conference attendee postal mailing list with signature on HCCA List Use Agreement

PLATINUM sponsorship also includes:

- Visible clickable logo within the conference platform lobby
- Option to purchase up to two discounted full conference registrations at the discounted rate of \$475 each

GOLD sponsorship also includes:

- Visible clickable logo within the conference platform lobby
- Option to purchase one discounted full conference registration at the discounted rate of \$475 each

SILVER sponsorship also includes:

- Option to purchase one discounted full conference registration at \$475

Sponsorship opportunities

Choose one or more of our sponsorship opportunities below

PLATINUM – \$8,000

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 Tuesday evening from 5:00–6:00 PM. 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.

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.

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.

GOLD – \$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.

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 ice breakers 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.

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.

SILVER – \$3,000

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.

Get to know HCCA

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 12,500+ 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 continuing maintenance.
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.

Learn more and join
hcca-info.org/join

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 email newsletter
- Opportunity to join HCCAnet, our thriving online social network for healthcare compliance professionals
- Member discounts on conferences, certification, and healthcare compliance products
- Certification through the Compliance Certification Board (CCB)[®]—Certification options include Certified in Healthcare Compliance (CHC)[®], Certified in Healthcare Compliance-Fellow (CHC-F)[®], Certified in Healthcare Privacy Compliance (CHPC[®]) and Certified in Healthcare Research Compliance (CHRC)[®]

Sponsorship application

Virtual Healthcare Enforcement Compliance Conference • November 16–18, 2020

Exhibitor/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/2020HECC.

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 "Terms and Conditions."

Authorized Signature

OFFICE USE ONLY

Date received _____ By _____ Invoice _____

Sponsorship Opportunities

PLATINUM LEVEL
\$8,000 each

GOLD LEVEL
\$5,000 each

SILVER LEVEL
\$3,000 each

Conference Social Event:
Live Piano Show

Wellness Center

Virtual Coffee Break

Starbucks Coffee
Break Sponsor

Piccles

Cutest Pet Contest

Photo Booth via Snapbar

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