

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

Prospectus



LIVE VIRTUAL EVENT

*25<sup>th</sup> Annual*  
**Compliance Institute**  
April 19–22, 2021

HCCA's Compliance Institute offers brand exposure and the opportunity to connect with customers and generate leads

[hcca-info.org/2021CI](https://hcca-info.org/2021CI)



# Reach your target audience

HCCA's Compliance Institute provides a unique opportunity to promote your organization's product or services to a highly targeted and qualified audience. As the largest healthcare compliance conference in the U.S., the Compliance Institute attracts more than 1,600 industry leaders, decision makers, and influencers from around the country. Our attendees are most likely to include people who fall into your desired target market.

The Compliance Institute's exhibiting, sponsoring, and advertising opportunities can help you to

- Engage with potential clients by displaying your customized educational messaging.
- Keep your brand visible, connect with your customers, and generate leads.

## Who attends

- Healthcare compliance officers and risk managers
- Healthcare senior executives and leaders, including CEOs and CFOs in hospitals, medical groups and IPAs, ancillary providers, long-term care organizations, and health plans
- Members of the board of trustees of healthcare enterprises
- Institutional chief information officers
- Coding and billing specialists
- Physicians and other health professionals
- Healthcare consultants and attorneys
- Healthcare regulators and other government personnel
- Privacy officers and other professionals handling healthcare privacy issues
- Health information management specialists
- Nurse managers and executives
- Staff educators and trainers

## 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.

### Dates to remember

#### Tuesday, March 9, 2021

Early-bird registration ends

#### Friday, March 26, 2021

Creative elements due to production company

#### Friday, April 2, 2021

Sponsor registration forms due

**NEW**

New this year is the opportunity to schedule one-on-one or group meetings with conference attendees.

**CI Connect** allows your company and its registered representatives to create a profile and be matched with like-minded business associates.

Once your profile is complete, you can schedule video meetings at your leisure throughout the conference, and for 30 days following the conference.

# Sponsorship packages

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

## Sponsorship levels

### All sponsorship opportunities include:

- Virtual sponsor booth with benefits as listed
- Logo and company description on HCCA's website on the Compliance Institute Sponsors & Exhibitors page
- Logo on all conference communications following commitment to sponsor
- Recognition in the conference Welcome Slide Show
- Post-conference attendee mailing list with signature on HCCA List Use Agreement

### Virtual Sponsor booth benefits

- Sponsors work directly with our platform provider to brand booth design that may include:
  - Company info
  - Logo
  - Video
  - Contact info
  - Marketing material download
  - Swag giveaway
- There is the ability within the platform to capture leads
- Sponsor is responsible for providing all creative elements to the platform provider by March 26, 2021

### PLATINUM / \$10,000

- 30-second commercial to play 2 times during 1 coffee break, includes a still coffee break slide
- Up to ten-minute company demonstration video that will be made available to attendees via an icon housed in the conference lobby
- Clickable logo in the conference lobby (main page on the virtual platform)
- Option to purchase up to 3 full conference registrations at the discounted rate of \$475 each

### GOLD / \$7,000

- Up to ten-minute company demonstration video that will be made available to attendees via an icon housed in the conference lobby
- Clickable logo in the conference lobby (main page on the virtual platform)
- Option to purchase up to 2 full conference registration at the discounted rate of \$475 each

### SILVER / \$4,000

- Clickable logo in the conference lobby (main page on the virtual platform)
- Option to purchase up to 1 full conference registration at the discounted rate of \$475 each

### BRONZE / \$1,750

- Option to purchase up to 1 full conference registration at the discounted rate of \$475 each
- Access to virtual booth through Sponsor Hall icon in the conference lobby

# Sponsorship opportunities

Choose one or more opportunities below.

## PLATINUM / \$10,000 EACH

### 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 photo booth participation.

### Starbucks Coffee Break Sponsor

Send a \$5 Starbucks Gift Card electronically to all attendees during the second day of the conference. Your company name on the email and on the invitation to download the gift card. Includes 1 virtual coffee break static slide in each breakout room on Monday during one 20-minute scheduled break time. NOTE: attendees will need to "opt in" and provide email address in order to participate.

### Swag Box (accepting 2 sponsors)

Enhance the attendee experience by sending your company logoed small approved item and a marketing piece, along with a box of HCCA swag, to all attendees. The box will contain an HCCA T-shirt, gel pens, highlighter, blog notebook, COSMOS penguin, and a luggage tag. Your company logo on all HCCA emails promoting the conference as well as on all opt-in request emails. Deadline to sponsor and provide your item and flier is March 15.

## GOLD / \$7,000 EACH

### 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 4:50–5:50 PM. The platform page for this networking event will be branded for sponsor recognition. Your company logo on all HCCA emails promoting the conference and social event.

### Gamification

Add some friendly competition for attendees by sponsoring a game of Crosswords, Trivia, and Memory Games. Branding within each game and on all emails promoting the conference and games.

### Magic Show: Fun for the Whole Family

Interactive magician David Farr on Zoom Wednesday evening from 4:45–5:45 PM. Includes a 15-minute "teach a trick" at the end of the show where everyone can participate, including kids 7 & up. Your company logo on all HCCA emails promoting the conference and social event.

## SILVER / \$4,000 EACH

### Virtual Coffee Break

Includes one virtual coffee break static slide in each breakout room on 1 day, Monday through Thursday, during one 20-minute scheduled break time.

Post about your HCCA virtual booth and sponsorship on social media and send an email communication to your clients by 4/09/21.

## BRONZE / \$1,750 EACH

### Virtual Sponsor Booth

- Access to virtual booth through Sponsor Hall icon in Lobby.
- Option to purchase 1 full conference registration at the discounted rate of \$475.

# 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](https://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)<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>

# Sponsorship application

25th Annual Compliance Institute • April 19–22, 2021 • Live Virtual Event

## 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/2021CI](http://hcca-info.org/2021CI).

**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

All sponsorship opportunities include virtual sponsor booth with benefits as listed on page 3.

### PLATINUM LEVEL / \$10,000 each

Photo Booth via Snapbar — **SOLD**

Starbucks Coffee Break Sponsor — **SOLD**

Swag Box (accepting 2 sponsors) — **SOLD**

### GOLD LEVEL / \$7,000 each

Conference Social Event: Live Piano Show — **SOLD**

Magic Show: Fun for the Whole Family — **SOLD**

Gamification: Crosswords, Trivia, and Memory Games — **SOLD**

### SILVER LEVEL / \$4,000 each

Virtual Coffee Break — **SOLD**

### BRONZE LEVEL / \$1,750 each

☐ Virtual Sponsor Booth

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](mailto: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