

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

Prospectus

Clinical Practice Compliance Conference

October 11–12, 2022

VIRTUAL



hcca-info.org/2022clinicalpractice



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 are 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

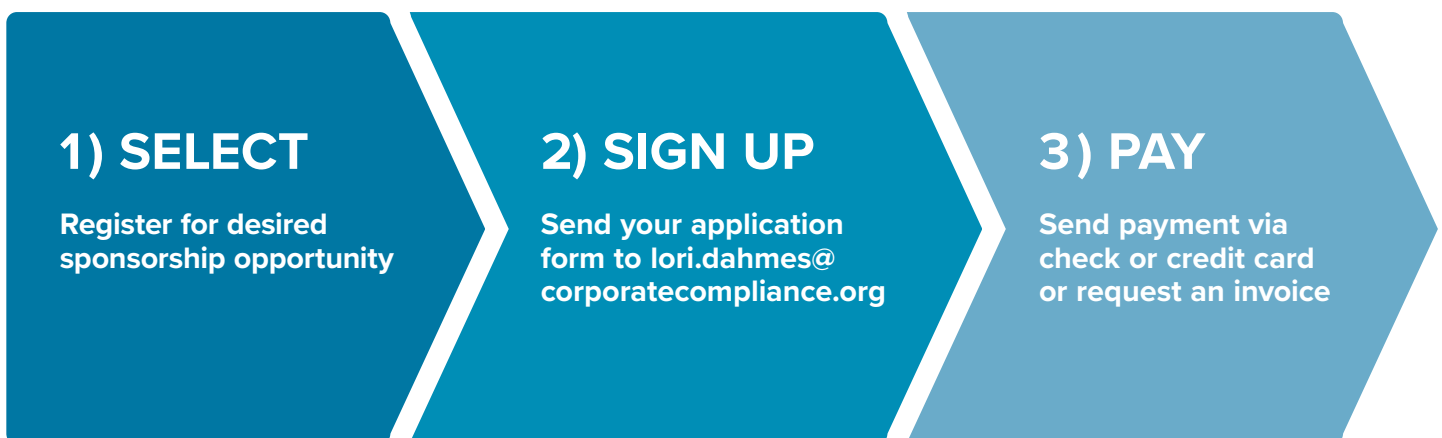
Exhibitor Account Executive

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 participate in three easy steps



The deadline to receive sponsorship applications and sponsor logo is September 23, 2022 to guarantee recognition in conference materials. After September 23 we cannot guarantee recognition in conference materials. Sponsor is responsible for package price only; HCCA is responsible for all other sponsorship costs.

About the conference

HCCA’s Clinical Practice Compliance Conference offers attendees the opportunity to get insights, updates, and strategies that are pertinent to developing and managing an organization’s compliance initiatives in a clinical setting.

Clinical Compliance Conference’s exhibiting, sponsoring and/or advertising 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
- Heighten your credibility through close association with the largest organization of its kind

Dates and times

Tuesday, October 11

8:55 AM–6:00 PM (CDT)

Wednesday, October 12

9:00 AM–4:45 PM (CDT)

About HCCA

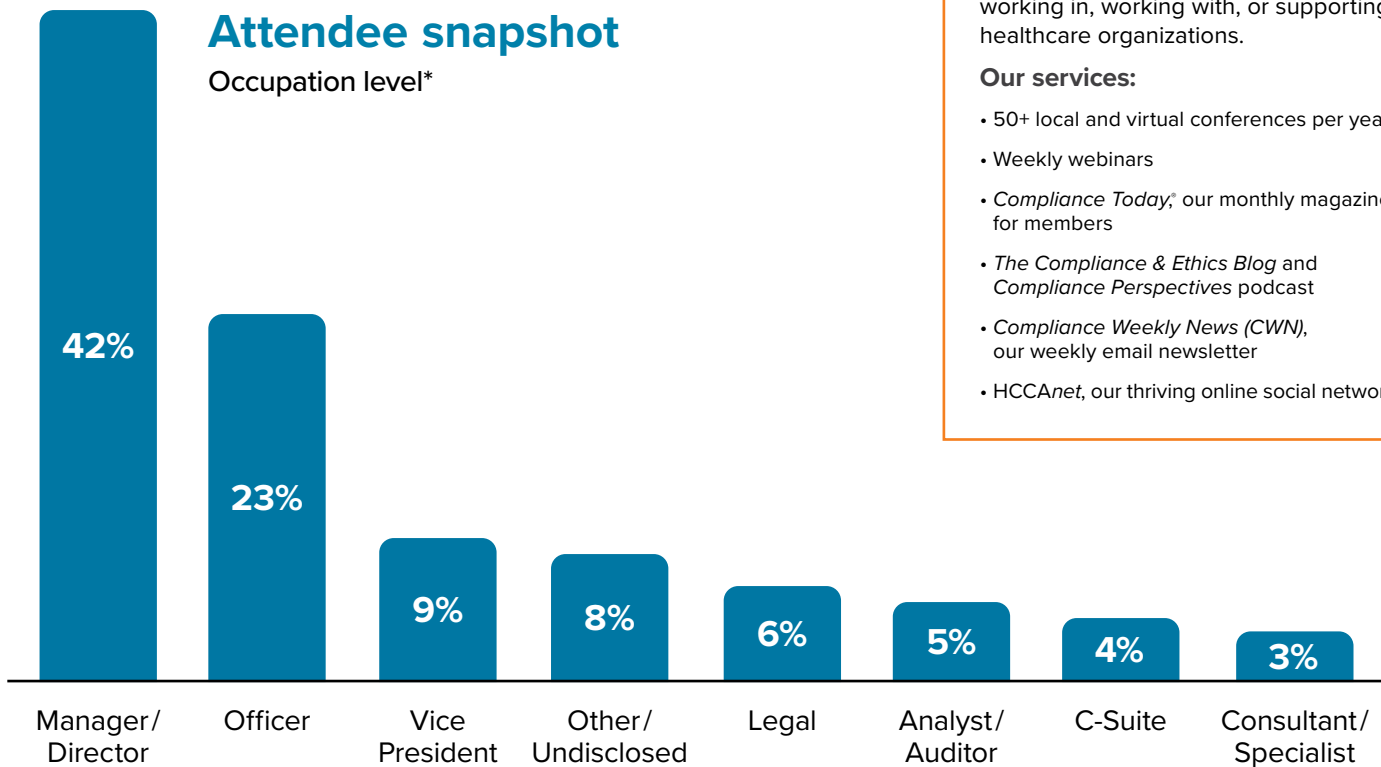
Health Care Compliance Association® (HCCA) is a member-based association for healthcare compliance professionals. Serving more than 12,000 members across the country, we’re dedicated to enabling the lasting success and integrity of those working in, working with, or supporting healthcare organizations.

Our services:

- 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

Attendee snapshot

Occupation level*



* Data reflected from attendee data collected during the 2021 Clinical Practice Compliance Conference.

Sponsorship opportunities

Be part of the Clinical Practice Compliance Conference with a sponsorship item from the list at right and a custom-designed, virtual, live booth. As a sponsor, get your brand in front of the virtual audience. Create an eye-appealing environment in your virtual booth by choosing graphics, company information, resources, and contact information, and interacting with the attendee audience with a live booth via the conversation feature.

Sponsorship benefits

Included with each sponsorship opportunity:

- Dedicated recognition slide in opening General Session slides
- Your company logo on sponsor thank you sign in the Lobby
- One full virtual conference pass included (value \$495)
- Commercial break: See your 30-second video (provided by sponsor) play during one virtual coffee break (value \$1,500)
- Logo on homepage of the event website with a link to your company website
- Access a post-conference attendee postal mailing list
- BroadcastMed virtual exhibit booth (value \$100)

Advertising / \$1,500

30-second commercial: See your 30-second commercial (provided by sponsor) play during one virtual coffee break. Commercial in mp4 format due by September 23, 2022.

Starbucks® coffee break sponsor / \$3,500: Send a \$10 Starbucks gift card electronically to all attendees who opt in. Includes your company name on the email and invitation to download gift card. Sponsorship available to 2 sponsors. Email with gift card link will include both sponsor logos. Maximum of 150 gift cards per sponsor. Opt-in names and emails provided to sponsor after the conference.

Cold Stone Creamery® sponsor / \$3,500: Send a \$10 Cold Stone Creamery gift card electronically to all attendees who opt in. Includes your company name on the email and invitation to download gift card. Sponsorship available to 2 sponsors. Email with gift card link will include both sponsor logos. Maximum of 150 gift cards per sponsor. Opt-in names and emails provided to sponsor after the conference.

SnapBar photo booth / \$3,000: 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 gain access through the photo booth icon in the lobby, and the platform page will be branded to recognize the sponsor. Design sponsor-branded photo frames with the SnapBar template. Sponsor logos on all emails promoting the conference. Sponsor artwork due by September 23, 2022.

Closed captioning / \$3,000: Provide closed captioning option for virtual attendees. Includes two 300×300 px 1:1 square aspect ratio ads on the platform promoting this feature and in emails promoting closed captioning. Ads due by September 23, 2022.

Trivia by CrowdPurr / \$3,000: Attendees can play a game of trivia with fellow attendees during the mid-conference break on Tuesday, October 11. Includes your logo on the “game board” and results pages. Sponsor provides three questions related to your organization. Questions due by September 30, 2022.

Wellness Center / \$3,000: 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 the sponsor logo. Attendees access through the link in the Lobby.

Design your BroadcastMed booth quickly and easily through a secure portal. Includes:

- Company and contact information, hyperlinked graphics, and resources
- **CONVERSATION FEATURE:** Engage with attendees via the conversation feature inside your virtual booth. Start a booth-wide chat to encourage interaction and networking or respond to private message to attendees with more specific questions.
- **TAGS AND CATEGORIES:** Attendees can quickly sort and filter through booths in the virtual exhibit hall by selecting tags and/or categories. Tags include products, features, or any other important information. Choose an industry category that best fits your company.
- **LIKES:** Attendees can express their approval and “favorite” your booth by clicking the “like” button on your booth listing. This will add your booth to the attendee’s favorites list so they can quickly get back to your booth. Attendees can see how many likes your booth has received within the event.
- **REPORTS:** Receive reports with attendee contact information* in real time on the attendees who enter your booth, click on your booth banners, and download resources, as well as a complete booth chat log.
*for those attendees opting to share their information

Sponsor application



Clinical Practice Compliance Conference • October 11–12, 2022

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 _____

Sponsorship Opportunities

- Starbucks coffee break sponsor.....\$3,500
- Cold Stone Creamery sponsor.....\$3,500
- SnapBar photo booth.....\$3,000
- Closed captioning\$3,000
- Trivia by CrowdPurr.....\$3,000
- Wellness Center.....\$3,000

Advertising

- 30-second commercial.....\$1,500

TOTAL \$ _____

Payment

A 50% deposit is required for all sponsorships. Balance must be paid in full and received by HCCA by October 7, 2022. Cancellation fee for sponsorships is the 50% deposit if cancelled before September 9, 2022. No refunds will be made after this date. Deposits are non-refundable.

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 _____

Billing Address _____

Billing Zip/Postal Code _____

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, including the use of your information that may be shared with conference exhibitors, attendees, speakers, affiliates, and partners for promotional and/or networking purposes. To see the full use of your information or if you wish to opt-out, visit hcca-info.org/privacy.

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 hcca-info.org/conference/tandc.

Authorized Signature _____

OFFICE USE ONLY

Date received _____ By _____ Invoice _____