

SPONSORSHIP AND EXHIBIT OPPORTUNITIES

AHIP's Conferences Deliver Results



AHIP 2024

Medicare, Medicaid, Duals & Commercial Markets Forum

MAR 12–14, BALTIMORE, MD

Value. Results. ROI.

Trying to reach health insurance provider decision makers who are focused on policy priorities, emerging issues and regulatory updates for Medicare, Medicaid, Duals, and the commercial market? If so, let's talk. Become a sponsor or exhibitor and place your solutions in the spotlight. You'll be part of important discussion as we work together to guide greater health. And, it's an ideal way to connect with new and returning clients.



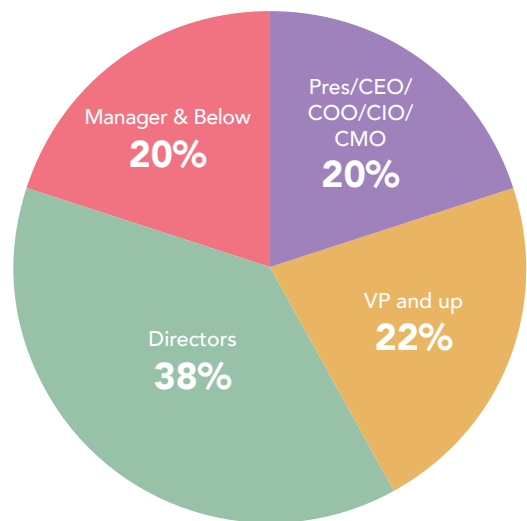
An Audience that Delivers Results

Reach health insurance provider executives from health insurance providers, integrated delivery networks, and new entrants focused on:

- Medicare, Medicaid, & Dual Eligibles
- Commercial markets, including employer, individual, small group and supplemental markets
- Federal and state legislative regulatory issues
- Value-based care/value-based payment models

2023 Conference Attendee Stats

% Title Level



Top Roles Include:

- Government Affairs/Policy
- Health Operations/Exchanges
- C-Suite/Leadership
- Medicare, Medicaid, Medigap
- Legal/Compliance/HIPAA
- Clinical/Hospital/Pharmacy/Disease Management/Wellness
- Product Development/Industry Trends
- Business Development/Sales/PR/Marketing

Your Solutions Aren't One Size Fits All.

NEITHER ARE OUR EXHIBIT AND SPONSORSHIP PACKAGES.

The companies that exhibit are as varied as the products and services they offer. That's why you won't find a "one size fits all" sponsorship package. Instead, you'll find our Business Affairs Team ready to work with you — to understand your goals and budget — and create a package that will deliver results and is as unique as your organization.

Start with "The Basics"

10' x 10' Exhibit Hall Booth

Benefits included with all packages:

- **6' draped table**, 2 side chairs, pipe and drape
- **Lead Scanner** app license
- **Pre- and post-conference mailing**
(one time use per list)
- **Co-branding** — non-exclusive license to use conference graphics and branding within mutually agreed-upon promotion of your participation
- **Recognition** in various marketing materials, including web presence
- **Recognition** in conference materials

**Mix and Match
"Add-Ons" for a
Sponsorship That's
as Unique as Your
Organization**

Customize Your Sponsorship with One or More Add-Ons

Membership

Expand your reach to health insurance providers and receive year-round exposure when you become a member.

- **AHIP Select** — the highest level of membership for solutions providers, AHIP Select offers unmatched access to senior executives within AHIP member health insurance providers.
- **Affiliate Organization** — offers a rich package of benefits for organizations who are trying to reach health insurance providers.
- **Associate Affiliate Organization** — for health care start-ups, 501(c)(3) nonprofits, or woman-, minority-, or veteran-owned businesses.

Speaking Opportunities

Concurrent Session — These thought leadership slots fill quickly, so secure your session today.

Breaks & Receptions

Choose from welcome refreshments, coffee breaks, receptions and more. Align your organization with these ever-popular networking opportunities.

Branding Items

Focused on extending your brand, the list below is just a start.

- Registration
- Exhibit Hall Entrance
- Exhibit Hall Aisle Markers
- Exhibit Hall Floor Stickers leading to your booth
- Key Cards
- Conference Website
- Conference App
- WI-FI
- Attendee Bag
- Agenda
- Journals & Pens
- Luggage Tags

Networking

Take advantage of opportunities to connect with even more participants.

- Meeting Room
- Exhibit Hall Lounge
- Branded Charging Stations (can be combined with an Attendee/Exhibit Hall Lounge)
- Speaker Ready Room
- Press Room

Access to the Right Decision Makers

Each year, AHIP's conferences draw decision makers who are looking for partners like you. An integrated marketing campaign helps deliver attendees who are searching for what's new, and what solutions will drive their success.

- **Paid media campaign** including digital and social media channels
- **Grassroots and paid social media** including X, LinkedIn® and Facebook
- **Blog postings**, including speaker interviews
- **Outreach by speakers**, including tweets, LinkedIn® and Facebook postings
- **E-mails to AHIP database** and various media databases
- **Mailings**, including AHIP and outside media and partner lists
- **Prominence** on AHIP website
- **Ongoing communications to AHIP members** including CEO memos, committee communications, and other direct outreach efforts
- **AHIP SmartBrief** articles and ads
- **Added reach** through sponsor efforts including mailings, e-mailings, website and social media posts



**Sponsorships Sell Out Quickly.
Let's Talk Today.**

Contact BusinessDevelopment@ahip.org
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