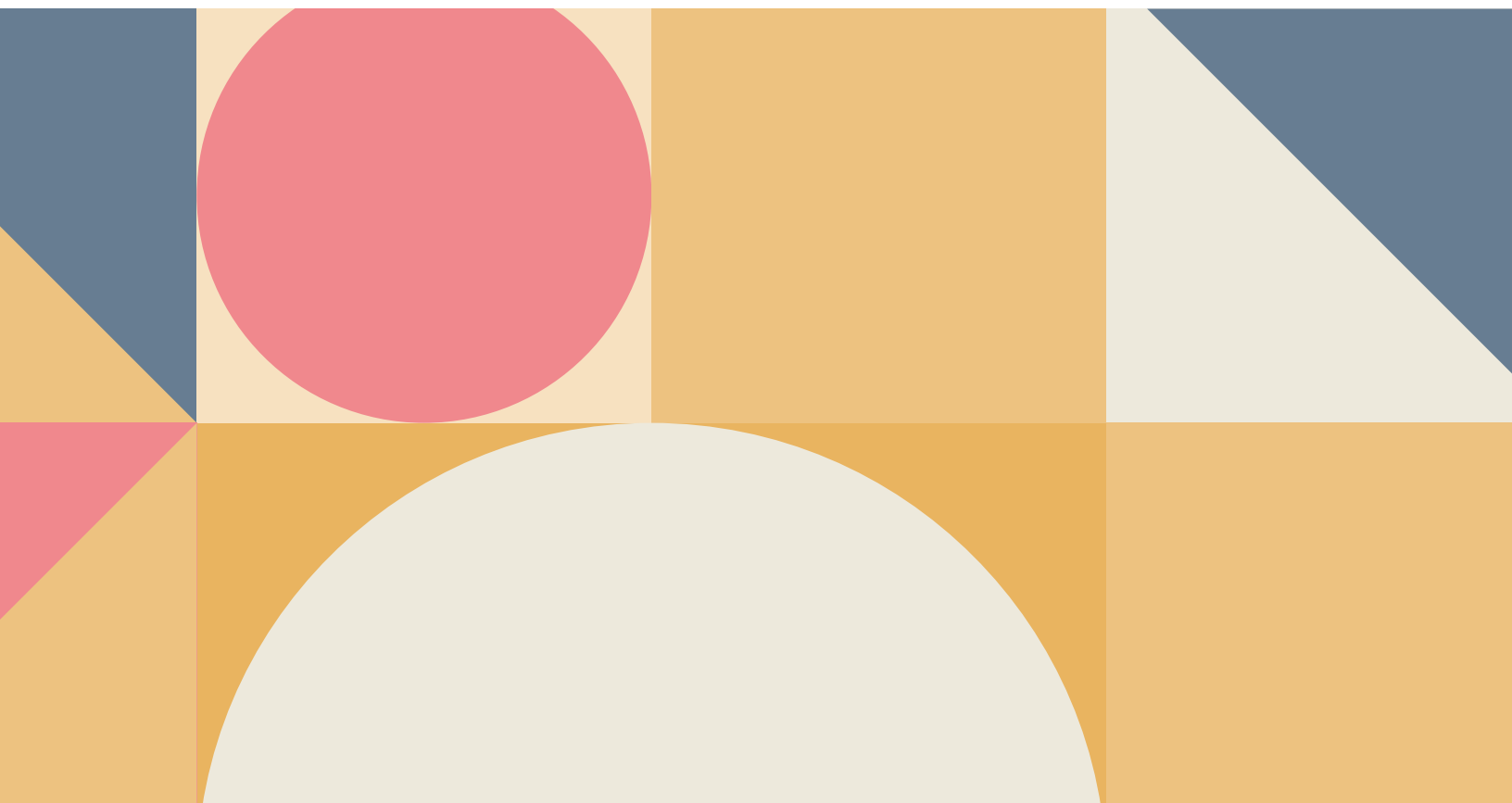


SPONSORSHIP AND EXHIBIT OPPORTUNITIES

AHIP's Conferences Deliver Results



AHIP 2025

Medicare, Medicaid, Duals & Commercial Markets Forum

MAR 25–27, 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.



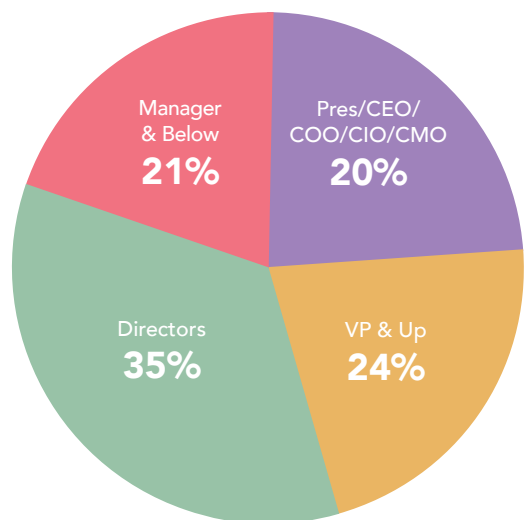
An Audience that Delivers Results

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

2024 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.

Health Insurance Provider decision makers rely on AHIP conferences to find the products and services they're searching for to help guide greater health. You'll find a qualified audience focused on solutions. You'll also appreciate an agenda that includes plenty of networking opportunities. It all works together to help deliver solid ROI.

Start with "The Basics"

10' x 10' Exhibit Hall Booth

Benefits included with all packages:

- **One (1) Lead Scanner** app license per sponsor
- **Pre- and post-conference mailing** (ability to do a pre and/or post-show mailing to the list through AHIP's bonded third-party mail house)
- **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
- **Turnkey exhibit**, skirted table, chairs, and a wastebasket

**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** — Share a case study in a concurrent session including Lunch & Learns. These thought leadership slots fill quickly, so secure your session today.
- **Presentation Theater** — 15-minute quick-learn sessions in the Exhibit Hall.
- **Innovation Spotlight** — A 10-minute presentation featuring a Sponsor CEO or C-Level thought leader(s) sharing ground-breaking tech, partnerships, best practices, proven solutions, or discoveries in health care on the conference's main stage.

Event Sponsorships

Align your organization with ever-popular networking opportunities. Choose from:

- Coffee Breaks
- Opening Night Reception
- Evening Reception / Closing events, and more
- Have an idea? Call us today!

Branding Items

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

- Registration
- Exhibit Hall Entrance
- Exhibit Hall Aisle Markers
- Illuminated Spinning Sign Towers
- Floor Stickers
- Hotel Room Key Cards
- Conference Website
- Conference App
- WI-FI
- Attendee Bag
- Agenda
- Journals & Pens
- Luggage Tags
- Branded F&B

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

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-mails, website and social media posts



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

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