AHIP’s National Conferences on MEDICARE, MEDICAID & DUALS

Sponsor and Exhibit Opportunities

2018
Washington, D.C.
BusinessDevelopment@ahip.org
866.707.AHIP (2447)
AHIP’s National Conferences on Medicare, Medicaid & Duals will continue to be crucial to health plan members who are focused on what’s next for government programs, and the solutions they need for their members.

Be part of the discussions and showcase your products and services to the hundreds of decision makers who attend these vastly popular programs each year.

What’s Your Solution?
Health plans from around the country rely on AHIP as the voice of the industry and look for companies like yours to add to their success. They attend AHIP conferences looking for solutions. Will you be there?

ROI Snapshot (based on 2016 statistics)
Conference Attendees by Executive Type
- 39% Decision-Makers
- 23% C-Suite
- 19% Other
- 10% Sales
- 9% Clinical

On average over 35 participants attended sponsored presentations

12% growth in conference attendance

Almost 6 hours of dedicated exhibit time

More than 1,100 solutions-focused meetings took place

340 unique organizations attended and/or sponsored the conference

Connect with Us Today. 866.707.AHIP (2447)
Your Solutions Aren’t One Size Fits All.
Neither Are Our Exhibit and Sponsorship Packages.

The companies that exhibit at these conferences each year 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.

Start with “The Basics”

**Table Top Exhibit**

6’ x 3’

* Table Top Exhibit rendering is an example only. Table Top Exhibits do not come furnished.

Benefits included with all packages:

- **Lead Scanner app license**
- **Pre- and post-conference mailing lists** (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

Then Mix and Match “Add-Ons” for a Sponsorship That’s as Unique as Your Organization
Customize Your Sponsorship with One or More of These Add-Ons

**Membership**
Expand your reach to health plans and receive year-round exposure when you become a member.

**AHIP Select**
Connecting Health Plan Leaders and Innovative Solutions

AHIP Select—a highest level of membership for solutions providers, AHIP Select offers unmatched access to senior executives within AHIP member health plans and insurers.

**Affiliate Organization Membership**
Enhanced Exposure to Health Plans

Affiliate Organization—offers a rich package of benefits for organizations who are trying to reach health plans.

**Associate Affiliate Organization**—for health care start-ups, 501(c)(3) nonprofits, or woman-, minority-, or veteran-owned businesses.

**Speaking Opportunities**
Share a case study in an educational session. These thought leadership slots fill quickly, so secure your session today.

**Breaks, Lunches, Receptions**
Choose from welcome refreshments, coffee breaks, wine & cheese 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.

- Conference Website
- WI-FI
- Speaker Ready Room
- Attendee Bag
- Agenda
- Journals
- Conference App
- Press Room
- USB Drives
- Luggage Tags
- Hotel Door Drops
- Branded Sweets, including Mints

Have Other Ideas? We’re Ready to Hear Them.
So Many Reasons to Become a Sponsor

Each year hundreds of Solutions Providers work with AHIP to reach health plan decision makers. Take a look at some of the reasons they choose AHIP year after year.

“AHIP brings together today’s industry leaders as well as top minds in our industry. If you want to get in front of the people that are making things happen, AHIP is the place to be.”

Graphcom, Inc.

“It’s a really good opportunity for us to connect with not only other health plans, but to see what all of our other partners within the industry are doing.”

GuideWell

“It’s a very valuable networking, sales, and strategy venue.”

Cognizant

“Everyone I’ve worked with on the AHIP side has been extremely responsive, very easy to work with and really nice to work with.”

Virtual Health

“This is the one place we can come where all of the players are — all our strategic partners and others we really want to connect with. It’s nice to have that all in one place.”

GuideWell

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Access to the Right Decision Makers

Each year, AHIP’s conferences draw decision makers who are looking for partners like you. The National Conferences on Medicare, Medicaid & Duals are no exception.

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

Let’s Talk! Contact Us Today.
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