AD pac Health Care, Together.
Share Your Solutions.

Sponsor and Exhibit Opportunities

June 19-21, 2019
Nashville, TN
BusinessDevelopment@ahip.org
866.707.AHIP (2447)
Working Together to Deliver Results

Known as the Essential Event for the Health Care Industry, AHIP’s Institute & Expo consistently delivers results for hundreds of solutions providers.

As health care evolves and advances, health plans rely on Institute & Expo for today’s answers, and tomorrow’s vision. They’re also relying on your solutions as they focus on the highest quality care delivered in a way that’s good for consumers and sustainable.

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 Institute & Expo looking for solutions. Will you be there?

ROI Snapshot

Institute & Expo 2017 drew more than 2,500 attendees, including c-suite, senior leadership and decision makers — from 47 states and 7 countries

Representatives from over 900 organizations gathered, and more than 8,000 solutions-focused meetings took place

Sponsors left with 40 solid leads, on average

More than 160 speakers presented over 75 topics

Sponsored presentations averaged nearly 60 participants per session

Talk to Us Today.
866.707.AHIP (2447)
Your Solutions Aren’t One Size Fits All.

Neither Are Our Exhibit or Sponsorship Packages.

The 185+ companies who fill our Exhibit Hall each year are as varied as the products and services they offer. That’s why you won’t find a “one-size fit 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.

Exhibit Booth (sizes available shown, depending on sponsorship level)*

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Benefits included with all sponsorship 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 (see “AHIP Institute & Expo Delivers the Right Audience” section for a snapshot of how Institute & Expo is promoted)
- Recognition in conference materials

Then Mix and Match “Add-Ons” for a Sponsorship That’s as Unique as Your Organization

Talk to us today.
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 — the 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 a breakfast briefing or concurrent session. These thought leadership slots fill quickly, so secure your session today.

**Attendee Experience Options**
Sponsor an attendee lounge, conference suite, hospitality room or recharge lounge with mobile charging devices. You’ll expand your footprint beyond your booth and provide space for attendees to gather and network.

ATTENDEE, RECHARGE, MASSAGE LOUNGES, OXYGEN BAR

Choose a lounge and take advantage of additional space in the exhibit hall. You’ll enjoy a steady stream of conference attendees who stop by to relax and network.

Have an idea for another type of lounge? Let’s talk! We’ll make it happen.

See Next Page for More Add-Ons
Customize Your Sponsorship with One or More of These Add-Ons

**Breaks, Lunches, Receptions**
Choose from welcome refreshments, coffee breaks, wine & cheese reception and an opening night reception. Align your organization with these ever-popular networking opportunities.

**Food and Beverage at Your Booth**
Cheeses, fruits and dips. Specialty drinks and beers. Baked goods including brownies, cupcakes and cookies. Chips and snacks. Coffees, teas and waters. Ice cream. You name it. We get it to your booth. The traffic follows. It’s as simple as that.

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

- Conference Website
- Wi-Fi
- Digital Signage/Ads
- Exhibit Hall Entrance
- Aisle Banner
- Floor Stickers
- Speaker Ready Room
- Escalator Clings
- Attendee Bag
- Pocket Guide / Agenda
- Journals
- Conference App
- Press Room
- USB Drives
- Luggage Tags
- Hotel Door Drops
- Branded Sweets, including Mints
- Convention Center Signage

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.

"There are a lot of great people who are here who are doing groundbreaking work. They’re not afraid to ask questions and be disruptors in the field.”

Graphcom, Inc.

"The networking, from an industry perspective, is fantastic.”

GeBBS Healthcare Solutions

"We definitely notice a trend that AHIP is always getting better, more robust.”

GuideWell

"This is the annual payer conference… We’re getting together with current customers. We’re getting together with lots of prospects. We’re getting together with other vendors that we could partner and integrate with.”

InstaMed

"There’s always somebody new at the conference. New vendors pop up and we like to strategize with them and see how we can mutually help each other.”

Cognizant

Talk to Us Today. 866.707.AHIP (2447)
AHIP Institute & Expo Delivers the Right Audience

Health plans and insurers are looking for partners. They’re looking for smart solutions. And, they’re talking to the companies who sponsor Institute & Expo.

Through an extensive, integrated advertising and marketing program, including the following, AHIP’s Institute & Expo draws thousands of health care decision makers.

<table>
<thead>
<tr>
<th>Paid media campaign including digital and social media channels</th>
<th>Mailings, including AHIP and outside media and partner lists</th>
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<tbody>
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<td>Grassroots and paid social media including Twitter, LinkedIn® Facebook</td>
<td>Prominence on AHIP website</td>
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<tr>
<td>Blog postings, including speaker interviews</td>
<td>Ongoing communications to AHIP members including CEO memos, committee communications, and other direct outreach efforts</td>
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<td>Outreach by speakers, including tweets, LinkedIn and Facebook posting</td>
<td>AHIP SmartBrief articles and ads</td>
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<tr>
<td>E-mailings to AHIP database and various media databases</td>
<td>Added reach through sponsor efforts including mailings, e-mailings, website and social media posts</td>
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Let’s Talk! Contact Us Today.
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