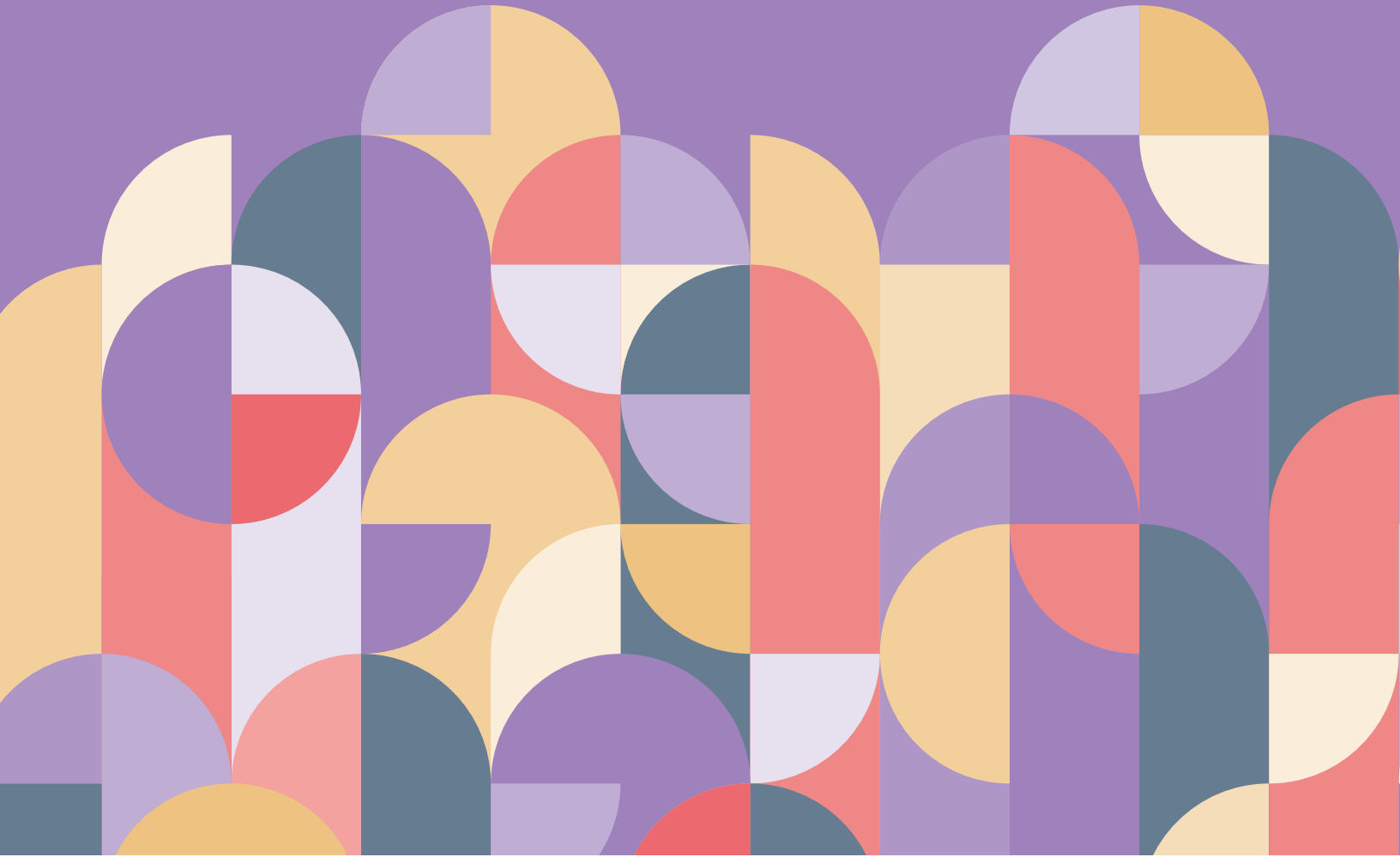


SPONSOR AND EXHIBIT OPPORTUNITIES

# AHIP's Conferences Deliver Results



 **AHIP**™ 2022

JUN 21–23, LAS VEGAS, NV

*(Formerly Institute & Expo)*

# Share What's Next. Now.

**As health insurance providers continue to guide greater health, they're looking for what's next. Share your solutions at AHIP 2022 (formerly AHIP Institute & Expo). Health care's essential event has a new name that prioritizes what's next right now, building on AHIP's decades-long heritage of bringing together the people, ideas, and solutions guiding greater health.**

**It's time to be together again. And you'll find it was worth the wait. In an environment that inspires innovation, action, and candid discussions about what's next, you'll experience a powerful conference that only AHIP can deliver.**



## Health Insurance Provider Attendees from previous conferences include:

### C-Suite

- Chief Executive Officer
- President & CEO
- Chief Strategy Officer
- Chief Financial Officer
- Chief Medical Officer
- Chief Operating Officer
- Chief Administrative Officer
- Chief Commercial Officer

### Clinical/Pharmacy

- SVP and Chief Medical Officer
- VP of Pharmacy Services and Medicare Programs
- VP Medical Affairs
- AVP Pharmacy
- Staff VP, Clinical Quality Management
- Sr. VP Clinical Operations
- VP Quality Management & Pharmacy

### Government Affairs

- SVP Public, Government & Community Affairs
- SVP, Legislative and Governmental Affairs
- VP, Chief Gov't Relations Officer
- VP, Government Programs
- VP, Federal Affairs
- VP, Strategic Policy and State Affairs
- VP, Government Affairs & Policy

### Government Programs, Products and Policy

- SVP Government Programs
- VP, Medicare Product and Growth
- VP, Medicaid Duals Strategy
- VP & Medicare Programs Executive
- VP, Health Policy
- VP, Quality & Health Care Delivery
- VP, Sr. Markets

### Public Health, Social Determinants, Wellness

- Clinical Operations
- Corporate Population Health Medical Director
- Sr. Director, Social Determinants of Health
- Sr. Director, Community Health and Social Impact
- Director, Quality Management

### Operations

- SVP and Chief Operations Officer
- Claims and Product Quality Manager
- SVP Operations
- VP & Chief Operations Officer
- Sr. Leader, Operations & Regulatory Affairs
- Sr. Director Operational Integrity
- VP Regional and Network Management
- VP Health Plan Operations

### Regulatory, Legal and Compliance

- SVP, IA, Compliance & Risk Management
- VP of Legal Affairs & General Counsel
- VP, Assoc. General Counsel
- VP, Compliance / Ethics
- VP, Health Plan Compliance
- VP, Legal / Compliance / Regulatory
- VP, Compliance & Risk Management
- System VP Chief Integrity Officer

### Actuary/Risk

- VP and Chief Actuary, Medicare
- Actuarial VP
- VP, Actuarial Services - Health Policy
- Exec. Director and Actuary
- Director of Actuarial and Analytics
- Audit Manager
- Actuarial Director
- Sr. Director and Actuary

### Fraud, Waste and Abuse

- Investigator
- Investigator, Special Investigations
- SIU Supervisor
- SIU Manager
- SIU Analyst
- SIU Clinical Investigator
- SIU Nurse Investigator

### Analytics and Business Intelligence

- VP, Medicare Strategy & Analytics
- Director of Quality Analytics & Improvement Manager
- Informatics Data Mgt. Strategy and Governance Manager
- Principal Data Scientist
- Sr. Director, Decision Support Analytics
- Director, Predictive Analytics & Data Science

### Business, Product, Market Development/Innovation

- SVP and Chief Development Officer
- SVP Corporate Planning
- Head, Group Sales and Retention
- VP Chief Strategy Officer
- VP Business Development
- VP, Retail Product and Strategy
- AVP, Innovation

### CX, Community Outreach, Public Affairs, Marketing

- SVP & Chief Marketing Officer
- Government and Community Engagement Manager
- SVP Public Affairs & Chief Marketing Officer
- SVP Consumer & Govt Markets and Chief Marketing Officer
- AVP Social Impact

# Your Solutions Aren't One Size Fits All.

## NEITHER ARE OUR EXHIBIT AND SPONSORSHIP PACKAGES.

The solutions providers 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 Development Team ready to work with you — to understand your goals and budget — and create a package that will deliver results.

### Start with "The Basics"

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#### Exhibit Booth

Consider a 10'x10' or 10'x20' booth to showcase your products and services. 20'x20' island booths available to AHIP Select members.

"Launch Pad" kiosks available to start up organizations

#### 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 Add-Ons

## Membership

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**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

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- **Concurrent Session** – Share a case study in a concurrent session. These thought leadership slots fill quickly, so secure your session today.
- **Presentation Theater** – 15-minute quick-learn sessions in the Exhibit Hall.

## Event Sponsorships

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

- Coffee Breaks
- Wine & Cheese Receptions
- Opening/Closing events
- And more

## Branding Items

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

- Registration
- Hallway Banners
- Escalator wraps
- Window Clings
- Stair Clings
- Exhibit Hall Entrance
- Exhibit Hall Aisle Banners
- General Session Rotating Ad
- General Session Seat Drops
- Digital/Video Signage
- Hotel Room Key Packets
- Conference Website
- WI-FI
- Attendee Bag
- Agenda
- Journals
- USB Drives
- Luggage Tags
- Hotel Door Drops
- Branded F&B

## Networking

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**Take advantage of opportunities to connect with even more participants.**

- VIP Registration
- Hospitality Suite
- Attendee Lounge/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 Twitter, LinkedIn,<sup>®</sup> Facebook
- **Blog postings**, including speaker interviews
- **Outreach** by speakers, including tweets, LinkedIn<sup>®</sup> and Facebook posting
- **E-mailings** 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.**

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