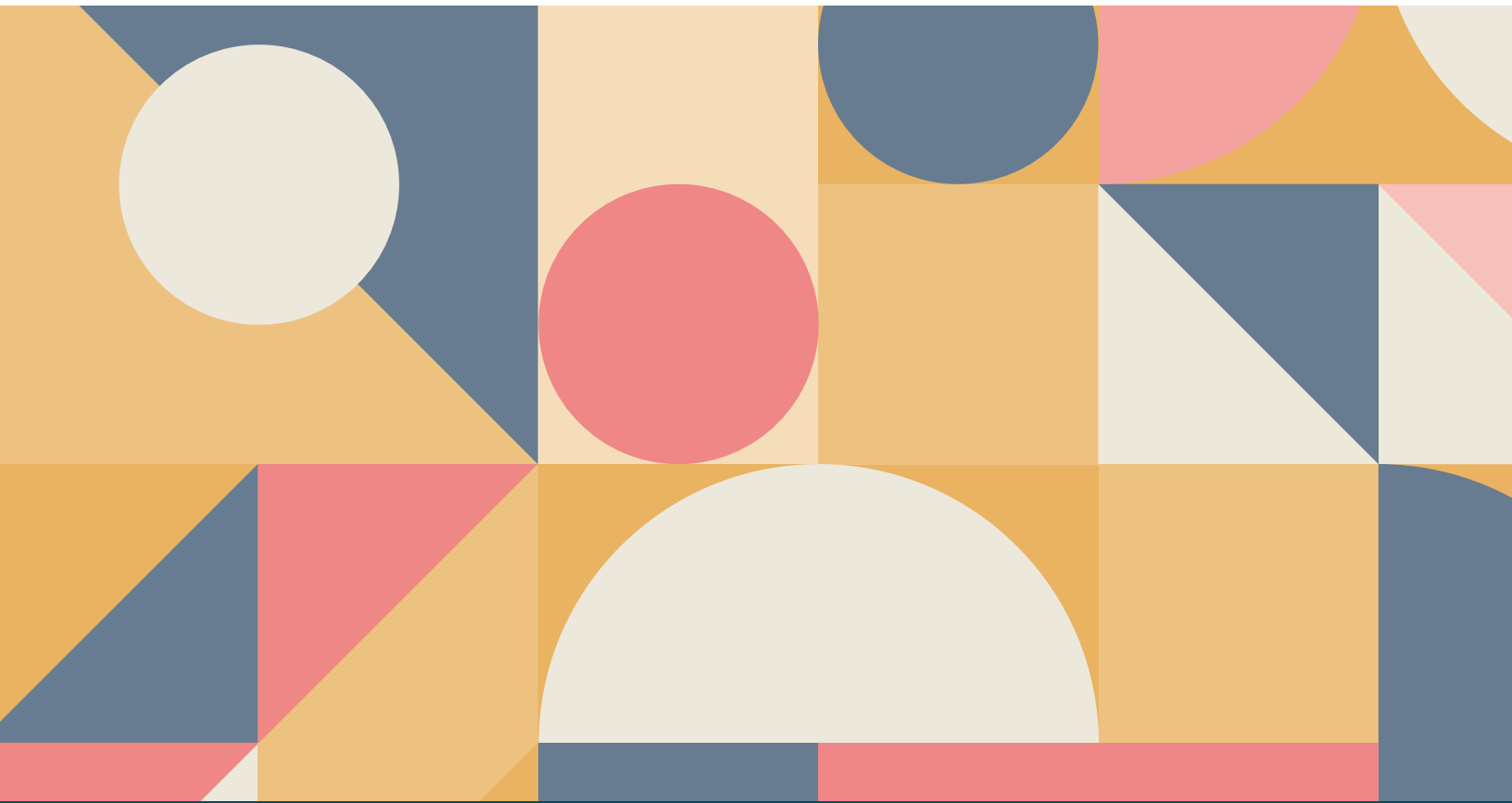


SPONSOR AND EXHIBIT OPPORTUNITIES

AHIP's Conferences Deliver Results



2022 National Conference on Health Policy and Government Health Programs

MAR 14-17, WASHINGTON HILTON, WASHINGTON, DC

(Formerly National Health Policy Conference and National Conferences on Medicare, Medicaid & Dual Eligibles)

Combined Conferences, One Sponsorship. Great Value and ROI.

Be part of the discussions with health insurance provider members who are focused on health policy and what's next for government programs, and the solutions they need for their members.

New this year, we've combined AHIP's ever popular National Health Policy Conference and National Conferences on Medicare, Medicaid & Dual Eligibles to bring you even more decision makers.



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 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. Then Mix and Match "Add-Ons" for a Sponsorship That's 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 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 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. These thought leadership slots fill quickly, so secure your session today.
- **Presentation Theater** — 15-minute quick-learn sessions in the Exhibit Hall.

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.

- Registration
- Exhibit Hall Entrance
- Hotel Entrance branding stickers
- Floor stickers
- Exhibit Hall Aisle Markers/Banners
- Exhibit Hall Floor Stickers leading to your booth
- Column Wraps
- Key Cards
- Key Card Holders
- Conference Website
- WI-FI
- Attendee Bag
- Agenda
- Journals
- Conference App
- USB Drives
- Luggage Tags
- Hotel Door Drops
- Branded F&B

Networking

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,[®] Facebook
- **Blog postings**, including speaker interviews
- **Outreach** by speakers, including tweets, LinkedIn[®] 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.**

Contact BusinessDevelopment@ahip.org
866.707.AHIP (2447)
www.AHIP.ORG/GovPrograms



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