Directory of Sponsorship Opportunities

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Share Your Solution with the Health Insurance Industry

With dozens of health care conferences each year, “Why AHIP?”

If you’re trying to connect with health insurance providers, the answer is simple. AHIP is the voice of the health insurance industry, and Institute & Expo is the must-attend event for health insurance providers from around the country. You’ll find national and regional plans along with other crucial stakeholders working together to make health care better.

Your Solutions Aren’t One Size Fits All.

Neither are our Sponsorships. We have a wide range of compelling sponsorship opportunities designed to get you noticed. Whatever your budget, we’ll work with you to put together a package that meets your ROI goals.

Take a Look at Some of Our Most Popular Options. But, Don’t Stop There. Let’s Talk.
Thought Leadership

Thought leadership speaking sessions at Institute & Expo are some of the most sought-after sponsorships available. Conference participants are serious about learning and keeping up with the latest trends in health care. This is a perfect opportunity to have a face-to-face conversation about the value of your solutions.

When you choose a thought leadership sponsorship, you’ll get more than a session slot. Our team will help drive its success. We’ll collaborate with you on what session topics will be most popular and share best practices.

Choose from 45-minute Lunch & Learn or Concurrent Sessions, or 30-minute Presentation Theater sessions. Whichever you choose, you’ll gain high exposure, can track who attends, and enjoy terrific ROI.

Let’s Talk About How to Showcase Your Thought Leadership.

BusinessDevelopment@ahip.org | 866.707.AHIP (2447)
Exhibit Booths

There are plenty of options that’ll showcase your brand.
Sizes available shown, depending on sponsorship level*

10’x10’  10’x20’

20’x20’

*Booth renderings are examples only. Booths do not come furnished.

No Booth? No Problem. Talk to Us About Kiosk Options.
There's a lot packed into a few days, so attendees appreciate having a place to take a few minutes to relax, regroup, and of course, network. Lounges can be customized with recharge stations, hospitality options, and other types of things to make the lounge a well-used hub.

**Exhibit Hall Lounges**

Attendees are always looking for a place to sit and network. You may also add a food/beverage option to this sponsorship, and use the lounge as a great place for meetings with your prospects and clients
Lounges

Convention Center Lounges
Located outside of the Exhibit Hall, the lounges can be an extension of your exhibit hall booth.

Level 1 Lounge

Level 2 Concurrent Session Area Lounge

General Session Walkway Lounge

General Session Foyer Lounge
Registration

Your company will be front and center during the entire conference. From the time an attendee picks up their badge to the last time they take it off, you'll be recognized. In addition to extensive branding at the Registration and Information Desk, your company's logo will be on the badge lanyards. You'll even have an opportunity to place a marketing message on the back of each badge.
VIP Registration

Invite 100 registered attendees to join you in the VIP Registration area. They’ll pick up their badge, and have a place to unwind throughout the conference. In addition to outstanding branding, you’ll enjoy the opportunity to offer refreshments to the VIPs.
Networking Events

**Closing Night Concert/Event**
As attendees end two days of learning and networking, leave a lasting impression by sponsoring this event.

**Receptions and Lunch in the Exhibit Hall**
Choose from several receptions in the Exhibit Hall, or the Thursday luncheon
General Branding

These opportunities provide maximum exposure. Choose one, or combine options so attendees never lose sight of your organization.

Exhibit Hall Entrance
General Branding

Convention Center Signage and Banners

Walkway Toward General Session
(Standard)

Walkway Toward General Session
(Premium)

Level 2 Area Near Concurrent Sessions
(Standard)

Level 2 Area Near Concurrent Sessions
(Premium)
General Branding

Exhibit Hall Aisle Banners

Floor Stickers

Elevator Door Wraps
(Standard)

(Premium)
General Branding

Escalator Clings

Stair Wrap

Speaker Ready Room

Luggage Check and Tags

Attendee Bag
Welcome Refreshments
Help attendees get off to a great start with welcome refreshments.

In-Booth Food and Beverage
Treats work. Choose from a variety of food and beverage items to help draw attendees into your booth.
Digital Tools and Signage

Help attendees navigate the conference before, during and after Miami.

**Conference Website**

Start standing out months before the conference. Place your company logo on the Institute & Expo home page, the most visited page on ahip.org. You’ll enjoy tens of thousands of impressions.

**WI-FI**

Pretty much everyone logs into the sponsored WI-FI, so what a great way to get your brand in front of thousands. Use your name or product as a password to extend your message, and even provide a custom landing page or your home page that attendees will see each time they connect to the WI-FI.

**Conference App**

Tap into the thousands who use the conference app, starting before the conference and continuing to access once they leave Miami. From creating personal agendas to learning more about sessions and speakers and finding others through the networking tool, your company’s website will be a click away with a prominent ad on app’s main screen.
Digital Tools and Signage

As attendees move throughout the convention center, your message will stay with them through this constant-exposure sponsorship. Share a branding video? Perfect. Remind attendees about your session or an event at your exhibit booth? Great. Whatever your message, amplify it with digital signage that runs a continuous loop of sponsor and AHIP messages.

Level 1: Digital Signs

Concurrent Area 80” Digital Sign

Entrance - Base of Escalator
(2) 80” Digital Signs
Digital Tools and Signage

Level 2: Digital Signs

(6) 80” GS Hallway Digital Signs

(6) 80” Hallway Digital Signs

Concurrent Area 80” Digital Sign
Digital Tools and Signage

Level 1: Escalator Base Digital Signs
At the base of the escalator are two 80” digital signs.
Digital Tools and Signage

**Level 1: Concurrent Area Digital Signs**

Outside of the Concurrent Sessions on the first floor, one large 80” digital sign.
Digital Tools and Signage

Level 2: Concurrent Area Digital Signs
Outside of the Concurrent Sessions on the second floor, one large 80" digital sign.
Digital Tools and Signage

Level 2: Hallway Digital Signs
All along the hallway leading to the General Session, six large 80" digital signs.
Digital Tools and Signage

Level 2: Hallway Digital Signs
Another angle of the hallway leading to the General Session, with the six large 80" digital signs.
Digital Tools and Signage

Level 2: Hallway Digital Signs
Six large 80” digital signs are in the General Session area.
Solid ROI Driven by Solid Marketing Outreach

AHIP members are looking for solutions. Through an extensive, integrated advertising and marketing program, including the following, AHIP’s Institute & Expo draws thousands of health care decision makers to learn more about your organization.

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