National Conference on Medicare, Medicaid & Dual Eligibles
ONLINE

Sponsor and Exhibit Opportunities

SEPT 14-17, 2020 | www.ahip.org/mcmcduals
BusinessDevelopment@ahip.org
866.707.AHIP (2447)

As health care continues to dominate the national conversation, join us as we take a closer look at the policy, regulatory, and operational issues affecting Medicare Advantage and Part D plans, Medicaid managed care organizations, and other programs designed to serve those who are dually eligible.

At AHIP’s National Conference on Medicare, Medicaid & Dual Eligibles, a virtual event, health insurance providers are looking for thought leadership and solutions. Make sure you’re part of this vibrant event.

Virtual Conferences Deliver Results

Expanded Audience
• Three conferences have been combined into one event, which means a larger audience for you over all four days.
• No travel time, no travel costs and lower registration fees means you’ll reach even more health insurance providers and senior level executives.
• Recorded sessions and 24/7 access allows participants to attend more sessions and visit more booths than they can at a live event where they have to choose between so many engaging activities running simultaneously.

Fewer Logistical Challenges
• No travel costs go right to your ROI and allows you to include more members of your team in discussions with health insurance providers.
• Respond faster to attendee questions. No need to wait to get back to the office to connect with other colleagues not at the live event. They’ll be able to connect in real-time.

Stronger Engagement with Participants
• Flexible options such as instant chat, video meetings, follow up emails, and instant downloads of assets will help personalize how you engage with participants.
• Enjoy more focused conversations with minimal background disruptions.

Better Data, More Precise ROI Measurement
• Gain a more complete profile of who attended your virtual session, booth, or other sponsored space.
• You’ll see what visitors downloaded, how long they stayed in a session or booth, and other important information you can use to develop stronger, more personalized follow up.
• Results will continue to evolve as participants are able to watch recorded sessions and visit booths and other sponsored areas for several months.
Beyond September
• The event platform will remain active through November 19, 2020, providing an ongoing source of leads and even greater ROI in the months following the conference.

Flexible Sponsorship Packages for All Budgets
• Thought Leadership sessions
• Virtual Booths—multiple options available
• Branding opportunities
• Broadcast messages

Contact BusinessDevelopment@ahip.org | www.ahip.org/mcmcduals
Exhibit Packages

**Level 1**
- Listing, by category, on exhibit hall page
- Option to add a welcome video that shows the first time someone enters your booth
- One (1) digital screen above booth for logo placement
- Two (2) digital screens within booth that may be used to house digital assets, contact information/chats, and more
- Ability to offer video
- List with contact information for all attendees who visit your booth during the event and on-demand for 90 days after the online event

**Level 2**
- Listing, by category, on exhibit hall page
- Option to add a welcome video that shows the first time someone enters your booth
- One (1) digital screen above booth for logo placement
- Three (3) digital screens within booth that may be used to house digital assets, contact information/chats, and more
- Ability to offer video
- List with contact information for all attendees that visit your booth during the event and on-demand for 90 days after the online event

**Level 3 and Select**
- Listing of each Select prominently on main lobby page
- Option to add a welcome video that shows the first time someone enters your booth
- One (1) digital screen above booth for logo placement
- Four (4) digital screens within booth that may be used to house digital assets, contact information/chats, and more
- Ability to offer video
- List with contact information for all attendees who visit your booth during the event and on-demand for 90 days after online event
Concurrent Sessions

- Pre-recorded, 45-minute session
- Live chat Q/A with your speaker
- Logo placement on session listing screen
- List with contact information for all attendees that attend your speaking session or listen to it on-demand for 90 days after the online event

Branding Sponsorships

- Conference Website
- Registration
- Exhibit Hall Entrance
- Lobby Ad/Banner
- Log-in Page Banner
- Help Desk
- And more . . .

Direct to Attendees

- Broadcast Message to drive someone to your booth, session, give-away
- Pre-loaded Virtual Briefcase Item
- Refreshment Breaks from pre-delivered snack packs to coffee gift cards and other food delivery options, we can customize an unforgettable attendee experience

Stay Connected to Health Insurance Providers.
Secure Your Sponsorship Today.
Contact BusinessDevelopment@ahip.org | www.ahip.org/mcmcduals