AHIP’s Virtual Conferences Deliver Results

2021 National Conference on Medicare, Medicaid & Dual Eligibles
SEPT 21–24, ONLINE EVENT

As health care continues to dominate the national conversation, it’s more essential than ever to participate in the 2021 National Conference on Medicare, Medicaid & Dual Eligibles. You’ll connect with hundreds of health insurance providers at this powerful event.

Engagement and ROI

- **Flexible options** such as instant chat, follow up emails, and instant downloads of assets will help personalize how you engage with participants.

- **Taped sessions and 24/7 access** means participants can attend more sessions and visit more booths than they can at a live event where they have to choose between sessions running simultaneously.

- **Gain a more complete profile of who attended** your virtual session or booth and what assets of yours they downloaded into their virtual briefcase.

- **Results will continue to evolve** as participants are able to watch recorded sessions and visit booths and other sponsored areas for several months.

Flexible Sponsorship Packages for All Budgets

- **Thought Leadership options** from quick learns to more in-depth sessions.

- **Virtual Booths** include basic pricing plus add on options.

- **Branding opportunities** including digital signage and digital ads.

- **Direct response opportunities** such as gamification options and direct messaging.

September Is Just the Beginning

- **The event platform will remain active** following the event, providing an ongoing source of leads and even greater ROI in the months following the conference.
AHIP–Your Virtual Marketing Partner

AHIP’s National Conference on Medicare, Medicaid & Dual Eligibles delivers a platform to help you build your brand, connect with new prospects, meet with current customers and leave with solid leads.

Delivering Decision Makers

• AHIP’s 2021 Virtual Conferences continue to expand audience participation and bring together influencers. From educational sessions to the interactive virtual exhibit hall, you’ll find health insurance provider decision makers looking for solutions for their members.

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More than 1,200 health insurance providers participated
Nearly 30% of attendees were VP or higher
Nearly 50% were director level or higher
Health Insurance Provider Attendees 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 Field Network Management
- VP, Health Policy
- VP, Quality & Health Care Delivery
- VP, Sr. Markets

**Public Health, Social Determinants, Wellness**
- Regional VP, Population Health and 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 Investigation Unit
- 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
- VP Chief Strategy Officer
- VP Business Development
- VP/Regional VP Product Development
- VP, Retail Product and Strategy
- VP, Medicare 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
Virtual Exhibit Packages

Level 1 Virtual Booth

- **Listing**, by category, on exhibit hall page.
- **Virtual booth with logo and two (2) digital screens** to highlight content.
- **Opportunity to add a welcome video**, provided by sponsor, to greet first-time booth visitors.
- **Live chat** feature within booth.
- **Pre & Post show attendee list** – includes company name, contact name, and contact title.
- **Booth Visitor Report** – Includes company name, contact name, contact title and contact email.
- **Two (2) conference registrations.**

Level 2 Virtual Booth

- **Listing**, by category, on exhibit hall page.
- **Virtual booth with logo and three (3) digital screens** to highlight content.
- **Opportunity to add a welcome video**, provided by sponsor, to greet first-time booth visitors.
- **Live chat** feature within booth.
- **Pre & Post show attendee list** – includes company name, contact name, and contact title.
- **Booth Visitor Report** – Includes company name, contact name, contact title and contact email.
- **Three (3) conference registrations.**
Virtual Exhibit Packages

Level 3 Virtual Booth and Select Level

- **Inclusion in the Select Level Lounge** located in the platform’s lobby, if a company is an AHIP Select Level Member at the time of the conference.
- **Listing**, by category, on exhibit hall page.
- **Virtual booth with logo and four (4) digital screens** to highlight content.
- **Opportunity to add a welcome video**, provided by sponsor, to greet first-time booth visitors.
- **Live chat** feature within booth.
- **Pre & Post show attendee list** – includes company name, contact name, and contact title.
- **Booth Visitor Report** – Includes company name, contact name, contact title, and contact email.
- **Four (4) conference registrations.**
Virtual Sponsorships

Concurrent Session Sponsorship

Share your thought leadership with a conference session sponsorship. Content will be available during the event and on-demand 24/7 post conference. You provide the speakers and content and the AHIP team will do the rest.

- **Pre-recorded** 45-minute session.
- **Live 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 following the online event.
- **Logo recognition** on Virtual agenda Concurrent Sessions.
- **Session Visitor Report** – Includes company name, contact title, and contact name, contact email.

Branding Sponsorships

Generate traffic to your virtual booth and increase your exposure through many branding options within the AHIP Virtual event platform.

- **Conference Website** – Highlight your presence on the official conference website.
- **Log-in Page Banner Ad** – Your banner ad is the first thing visitors see when logging in to the virtual platform.
- **Registration** – Your logo included on event registration page and confirmation emails.
- **Exhibit Hall Entrance** – Gain valuable recognition in the main lobby and on the Exhibit Hall Directory page.
- **Banner Ads** – Place your banner ad in various areas within the platform including the lobby and Keynote session rooms.
- **Help Desk** – The most popular link where visitors go to ask questions during the event.
- **Keynote Session Pre-Session Slide** – place your logo or ad on the virtual keynote stage prior to each keynote session.

Spotlight Presentations

- **Create buzz and showcase your latest solution** with a 10-minute presentation broadcast prior to AHIP keynote sessions.
- **Pre-recorded Presentations** featuring the most groundbreaking technology, partnerships, products, solutions, and discoveries.
- **Multiple opportunities available**, allowing you to expand what you showcase.
Virtual Sponsorships

**Attendee Communications**

Grab the attention of all visitors with direct messaging.

- **Digital Briefcase** – Place your company details in each visitor’s digital briefcase.
- **Broadcast Messages** – Alert visitors with a special announcement with a platform-wide broadcast.

**Virtual Experience Sponsorships**

Let the AHIP Business Development Team collaborate with you to create a custom experience for our event visitors, including unique ways to connect:

- **Virtual Happy Hours, Photo Booths** and much more.

**Stay Connected to Health Insurance Providers.**


Contact BusinessDevelopment@ahip.org
866.707.AHIP (2447)
www.ahip.org/events/mcmcduals