



2013

Spring

EDUCATIONAL CONFERENCE

WALT DISNEY WORLD SWAN & DOLPHIN • ORLANDO, FL

APRIL 17-19



FEATURING SPECIAL KEYNOTE SPEAKER

Bob Woodward

Hear a powerful conversation with the premier investigative reporter of our time as he delves into the secret world of federal politics at the highest level. Pulitzer Prize winner renowned for his reporting of the Watergate scandal in *The Washington Post*.



BE A PART OF HBMA'S 20th ANNIVERSARY CELEBRATION AND MAKE SOME MEMORIES!

2013

SPRING EDUCATIONAL CONFERENCE

APRIL 17-19 • WALT DISNEY WORLD SWAN & DOLPHIN • ORLANDO, FL

Invitation



The Healthcare Billing and Management Association invites you to join us for the Spring 2013 Educational Conference April 17-19 at the Walt Disney World Swan & Dolphin.

Take this opportunity to realign yourself with past colleagues and establish new relationships. Doing business within HBMA really does pay off!

BENEFITS OF EXHIBITING WITH HBMA:

- Generate business opportunities and revenue for the future
- Network and build relationships
- Gain exposure to conference attendees during unopposed exhibit hours
- Pre-conference mailing list of attendees available only to exhibitors
- Exhibitor directory published in final program with detailed descriptions of your product or service
- Numerous sponsorship opportunities to increase your visibility

EXHIBITOR Events

WEDNESDAY, APRIL 17

11:00 am – 4:00 pm
Exhibitor Move-In

5:00 pm – 7:00 pm
Exhibit Hall Grand Opening
and Reception

THURSDAY, APRIL 18

9:30 am – 10:30 am
Exhibits & Morning
Refreshment Break

3:00 pm – 4:00 pm
Exhibits & Afternoon
Refreshment Break

5:30 pm – 6:30 pm
Reception with Exhibitors

7:00 pm – 10:00 pm
Off-Site Event – HBMA 20th
Anniversary Celebration

FRIDAY, APRIL 19

8:45 am – 9:15 am
Exhibitor Only Wrap-Up Session

9:30 am – 10:30 am
Final Exhibit Hall Break
and Drawings

10:30 am – 2:00 pm
Exhibitor Dismantle/Move-Out

The HBMA Spring Conference offers **6 HOURS** of unopposed exhibit time.



Only a limited number of Exhibit Booth Spaces are available! www.hbma.org

WALT DISNEY WORLD SWAN & DOLPHIN

1200 Epcot Resort Boulevard • Lake Buena Vista, FL 32830
www.swandolphin.com • Room Reservations: 1-800-524-4939

Ideally situated between wonder and wonderful in the heart of the Walt Disney World® Resort, the award-winning Walt Disney World Swan and Dolphin is a deluxe Disney hotel and your gateway to Central Florida's illustrious theme parks and attractions. The Orlando resort is located in between Epcot® and Disney's Hollywood Studios™ and close to Disney's Animal Kingdom® Theme Park and Magic Kingdom® Park. Discover the magical surroundings, superior service, and luxurious facilities. Enjoy the new Mandara Spa, 17 spectacular restaurants and lounges to please every palate, five pools, a white sand beach, two health clubs, tennis, nearby golf and many special Disney benefits.

The Swan and Dolphin is offering HBMA guests special rates of \$199 plus tax, single/double occupancy. This includes the Resort Package of complimentary internet in the guest rooms and complimentary access to the Fitness Center. Reservations should be made well before the cut-off date of Tuesday, March 26, 2013 by 5:00 pm EST.

Reservations can also be made via the Internet using the personalized online group page that can be found on the meeting calendar at www.hbma.org.



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Exhibitor Info



Act now to reach an influential audience of Healthcare Billing Professionals. Register online at www.hbma.org or mail or fax the enclosed Application and Contract to Exhibit today!

EXHIBIT SPACE & BOOTH SELECTION

69 10'x 10' booth spaces are available in the Swan & Dolphin Atlantic Hall B for the Spring 2013 conference. Booth selection is on a first-come, first served basis in accordance with the registration process described below.

EXHIBITOR REGISTRATION PROCESS

REVIEW THESE PROCEDURES: Please carefully note the procedures and time periods we have implemented for exhibitor sign-ups and booth selection for the HBMA national conference this spring.

Exhibitor sign-ups will be accepted according to the schedule shown below. To Pre-Register as a Conference Sponsor, please call HBMA at (877) 640-4262 and ask for Cindy Rounds.

Please Note: To register before January 16, 2013, you must be eligible through sponsorship or by having exhibited at our annual conferences within the past year. We are required to un-register non-eligible companies that attempt to register prior to this date. We apologize for any inconvenience this may cause.

December 17 – January 7
Pre-Registration Open for **Sponsoring Companies Only**

January 8 – January 22
Online Registration Open for **Returning Exhibitors Only**

January 23 – March 17
Online Registration **Open for All**

REGISTRATION OF EXHIBIT PERSONNEL

All persons visiting the Exhibition area as well as staffing the booths must be registered and wear the HBMA conference name badge. Two registrations are included with the booth registration fee. Each exhibiting company is limited to three (3) representatives. Representatives must be employees of your company. The fee for a third representative is \$300. HBMA has a strict policy against solicitation by representatives of organizations who are not exhibiting at the conference.

EXHIBIT SPACE FEES

All booths are 10 feet deep by 10 feet wide. Included with each space are draped back and side walls, a booth identification sign, one 6' draped table, two chairs and a wastebasket. The exhibit hall floor and all booths are carpeted. All exhibitors will be listed in the HBMA Conference Program Book with a brief description of the company or product and pertinent contact information. Twenty-four hour security, including move-in and move-out, daily aisle maintenance and trash control, general overall illumination and temperature control will be provided.

THE RATES FOR EXHIBIT SPACE ARE:
HBMA Vendor Affiliate \$1,995 per booth
Non-Member \$2,495 per booth

HBMA reserves the right to deny exhibit space. **Note:** Exhibit space pricing does not include any materials such as (but not limited to) additional tables, furnishings, electrical, etc. These items must be purchased separately from the exhibit contractor.

TERMS OF PAYMENT & CANCELLATION

Applications must be accompanied by credit card number, check or money order made payable to HBMA in the full amount per space rental reserved. If written notice of space cancellation is postmarked by **March 15, 2013**, a full refund, less a \$100 administration fee, will be made. No refund for cancellation will be made for requests postmarked after **March 15, 2013**.

EXHIBITOR SERVICES • PME EXPO SERVICES

4629 36th Street, Suite 400, Orlando, Florida 32811
Phone: 407-730-3886 • Fax: 407-730-3887
www.pmeexpo.com

The Exhibitor Service Kit containing order forms, shipping instructions and information about exhibitor services and booth furnishings will be sent to each exhibitor via email **no later than the last week of March, 2013**.

CONFERENCE PROGRAM BOOK INFORMATION

Your company service or product description will be included in the final Conference Program Book and will also be linked to the Conference Page on the Meeting Calendar of the HBMA website. Please provide one or two paragraphs that best represent the manner in which you want to promote your company. You can include this information as you are completing your online exhibitor registration. You may also email this description to cindy@hbma.org. Please note that HBMA reserves the right to edit copy to conform to format and length limitations as necessary. Your company logo will be included in the Exhibitor Information section of the final Conference Program Book as well as in any Sponsor recognition signage. Please submit these files via email to cindy@hbma.org. **For best results, we request Illustrator or Freehand EPS files or, if not available, then hi-res JPEG format. We cannot adequately reproduce Word document representations and are not able to use logos from websites.**



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Events

REGISTER EARLY!

EXHIBIT BOOTH SPACE IS LIMITED. DONT MISS OUT.

GRAND OPENING RECEPTION

WEDNESDAY, APRIL 17 • 5:00 – 7:00 pm

The Grand Opening Reception is a primary social and networking event for all conference participants. This exceptional evening is packed with interaction, including the first opportunity for participants to play the game for the HBMA sponsored drawing. The Exhibit Hall is the perfect venue to meet with your existing clients and establish relationships with new HBMA members. **See you there!**

REFRESHMENT BREAKS

Food & Refreshment Service Areas have been set aside in the Exhibit Hall that will be used as the gathering place throughout the conference. The Friday morning break is the Exhibit Hall closing session and will feature the traditional Exhibitor Raffle. We invite you to create added visibility by offering a door prize to be raffled off on Friday morning.

THURSDAY, APRIL 18

Morning Break 9:30 – 10:30 am

Afternoon Break/Ice Cream 3:00 – 4:00 pm

FRIDAY, APRIL 19

Morning Break & Exhibitor Raffle 9:30 – 10:30 am

EXHIBITOR WRAP-UP SESSION

FRIDAY, APRIL 19 • 8:45 – 9:15 am

HBMA welcomes each exhibitor to participate in this wrap-up session to discuss your experience at the 2013 Spring Educational Conference. We value your input and remain dedicated to improving the effectiveness of our conferences and exhibit hall programs. Continental Breakfast will be provided.

HBMA 2013 DRAWING

CASH PRIZE WORTH UP TO \$1725.00



HBMA will again offer a cash prize drawing for conference attendees based on their visitations to exhibitor booths. The winner will receive \$25 for each stamp received from an exhibiting company on their game card. With 69 booths, the potential prize money is worth \$1725.00. The drawing will take place in the Exhibit Hall on Thursday evening prior to the off-site event. Participants must be present to win.

EXHIBITOR SHOWCASE, RECEPTION

THURSDAY, APRIL 18 • 5:30 – 6:30 pm

This reception will begin with lots of excitement for the evening as we build relationships around exhibits, appetizers and beverages. Plan to join us after this reception for HBMA's 20th Anniversary Off-site Celebration.

20th ANNIVERSARY CELEBRATION OFF-SITE SPECIAL EVENT



THURSDAY, APRIL 18 • 7:00 – 10:00 pm • OPTIONAL EVENT

Please join us for a gala dinner reception at the Atlantic Dance Hall at the Disney's BoardWalk Resort. You will be transported to the charm and elegance of a bygone era on the water in this stunning art deco dance hall. Afterward, we will continue this magical evening celebrating HBMA's 20th Anniversary with a private dessert party at Mexico Vista where we will view the evening's finale, IllumiNations: Reflections of Earth. We will indulge on platters of delectable desserts while the sky will be filled with glowing balls of fire and thunderous fireworks. This orchestrated finale will spotlight the evening and you won't want to miss it! You must sign-up in advance to participate.

EXHIBITOR CHECKLIST AND DEADLINES

DECEMBER 17 – JANUARY 7

Pre-Registration Open for Sponsoring Companies Only

JANUARY 8 – JANUARY 22

Online Registration Open for Returning Exhibitors Only

JANUARY 23 – MARCH 17

Online Registration Open for All

MARCH 15

- Application/Contract to Exhibit Due
- Payment Received by HBMA
- Online Booth Selection Submitted
- Product/Service Description Provided
- Logo Sent to HBMA for Program Book

MARCH 15

- Cancellation Deadline

MARCH 26

- Hotel Reservations Cut-off Date
- Final List of Exhibit Personnel
- Exhibitor Service Kits Sent by PME Expo via email
- Conference Attendee List Sent by HBMA via email



BE A PART OF HBMA's 20th ANNIVERSARY CELEBRATION



Enjoy

A TRUE ORLANDO EXPERIENCE

Orlando offers unique experiences for every visitor to ensure an unforgettable vacation. Whether that means a week spent at theme parks or a weekend on the golf course, an Orlando getaway is whatever you want it to be. Search from theme parks, attractions, arts and culture, shopping, spas, golf, dining, outdoor adventures and nightlife to build your perfect itinerary. Explore the possibilities at www.visitorlando.com.

Getting Here and Around

The Orlando International Airport (MCO) is the most convenient choice if you are flying into Orlando. It is also the closest commercial airport to Orlando's world-class attractions, the Orange County Convention Center, and the downtown business district. From there, it's a short, 20-minute drive to the Walt Disney World Swan and Dolphin Resort.

Mears Transportation – Shuttle Services to/from Orlando International Airport:

	<i>Approximately</i>	<i>Approximately</i>
Per Adult	\$20.00 (one-way)	\$34.00 (round trip)
Per Child (ages 4-11)	\$16.00 (one-way)	\$26.00 (round trip)

**All prices are approximate and subject to change.*

Mears is the preferred service provider for transportation for the Walt Disney World Swan and Dolphin Resort. To make your transportation reservations, contact Mears directly on-line at www.mearstransportation.com or by phone (407) 423-5566.



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NEW & EXCITING

Sponsorship Opportunities

★ PLATINUM LEVEL

All Platinum Level Sponsors receive the following benefits in addition to those specifically designated with the sponsorship listing below:

- Banner link on HBMA website conference registration page
- Two rotating banners on the HBMA Conference App
- Prime choice of exhibit booth space
- Complimentary registration for the third company representative
- HBMA National Office will send a push notification through the app prior to the conference

Keynote Sponsor \$35,000

- 4' x 9' banner displayed prominently on the main stage and throughout the conference
- 3 complimentary registrations for clients of the sponsoring company
- Full-page advertisement, inside back cover, in the Conference Program Book
- Full-page advertisement in the post conference publication
- Introduction by HBMA President at the Opening Keynote Session
- Company name included in press releases
- Private lunch with keynote and HBMA leadership

Title Sponsor **SOLD!** \$15,000

- Flash drives with all conference materials downloaded and engraved with your logo
- Full-page advertisement, inside front cover, in the Conference Program Book
- Oversized poster in the general session ballroom
- Introduction by HBMA President at the Opening General Session

★ GOLD LEVEL

All Gold Level Sponsors receive the following benefits in addition to those specifically designated with the sponsorship listing below:

- Oversized poster displayed throughout the conference
- Full page advertisement in the Conference Program Book
- Prime choice of exhibit booth space
- Complimentary registration for the third company representative

Off-Site Event – 20th Anniversary Celebration – Atlantic Dance Hall Dinner (2 available) \$7,500

- + Souvenir giveaway and opportunity to greet and network with participants at the event
- + Logo on Pocket Guide

Conference Bags **SOLD!** \$7,000

- + Company name and logo printed on conference bag

Badge-Holder Neck Wallets \$7,000

- + Company name and logo printed on neck wallets

Key Cards \$7,000

- + Company name and logo printed on hotel key cards

NOTE: In order to provide equal opportunities for all vendors, organizations may select the same sponsorship item only two consecutive times and should then choose an alternate option.



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ADDITIONAL *Sponsorship Opportunities*

★ SILVER LEVEL

All Silver Level Sponsors receive the following benefits:

- Company name and logo imprinted on sponsored item where applicable
 - Oversized recognition poster displayed throughout conference
 - Recognition in the Conference Program Book
- Off-Site Event – Mexico Vista Anniversary Dessert** (2 available) \$3,500
+ Company logo on napkins and opportunity to greet and network with participants at the event
- First Timer-New Member Breakfast** \$3,500
+ Company representative invited to attend this breakfast session
+ Opportunity to briefly introduce your company during the breakfast
- Exhibit Hall Grand Opening Reception** (2 available) \$2,500
+ Opportunity to greet participants at the entrance door for the Opening Reception on day one
+ Company logo on napkins
- Closing Session Speaker (Bill Finerfrock, Director of Government Affairs)** \$2,500
- E-Lounge in Foyer Registration Area** \$5,000
(Includes laptop computers, internet connection, and printing kiosk)
- Networking Lunch** \$5,000
+ Company reps invited to attend this lunch session and brief introduction
- Branded Water Stations & Water Bottles** **SOLD!** \$5,000
- Program Pocket Guide** \$4,000
- Thursday Afternoon Ice Cream Break** (Ice-cream purchase extra) \$3,000
- Conference Mobile App** (6 available) (Includes rotating banner) \$1,500

★ BRONZE LEVEL

All Bronze Level Sponsors receive the following benefits \$199

- Recognition in the Conference Program Book
- Logo and Enhanced Exhibitor Listing (EEL)
 - + Your company logo
 - + Any promotional materials such as your company brochures, PDFs, photos

NOTE: In order to provide equal opportunities for all vendors, organizations may select the same sponsorship item only two consecutive times and should then choose an alternate option.



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MOBILE APP

Sponsorship Opportunities



Maximize Your Exposure

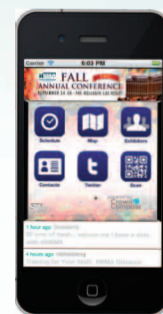
WITH THE HBMA 2013 SPRING CONFERENCE MOBILE APP!

ROTATING BANNER ADVERTISING \$1,500

Get Your Company name and logo in front of all conference attendees for one month prior to, during, and after the Spring Educational Conference by advertising on the mobile app. That's a minimum of two months' exposure!

- Your banner ad will link to your exhibitor listing page, including your website for additional promotion
- All Platinum Level Sponsors will receive a complimentary rotating banner ad (a \$1,000 value!)
- Other rotating banner ads are offered at \$1,500 each

Note: Your logo artwork is due to the HBMA national office by **January 17, 2013**. Images need to be supplied in PNG format at 640x150 px, 72 dpi.

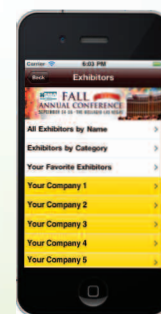


ENHANCED EXHIBITOR LISTING (EEL) \$199

Includes:

- Your company logo – only sponsors and EEL will have their logo appear
- Standard contact information – name, phone, fax, address, email, and booth number
- PLUS any promotional materials, such as your company brochure, PDFs, photos
- Special promotions, invitations, messages, or presentations
- You will be given an URL so you can replace any information you want to include

Note: Notify the HBMA national office by **February 17, 2013** to have your enhanced exhibitor listing. Your information will be up one month prior to, during, and after the conference. A minimum of two months exposure for your company!



For more details, please call Cindy Rounds at (877) 640-4262.



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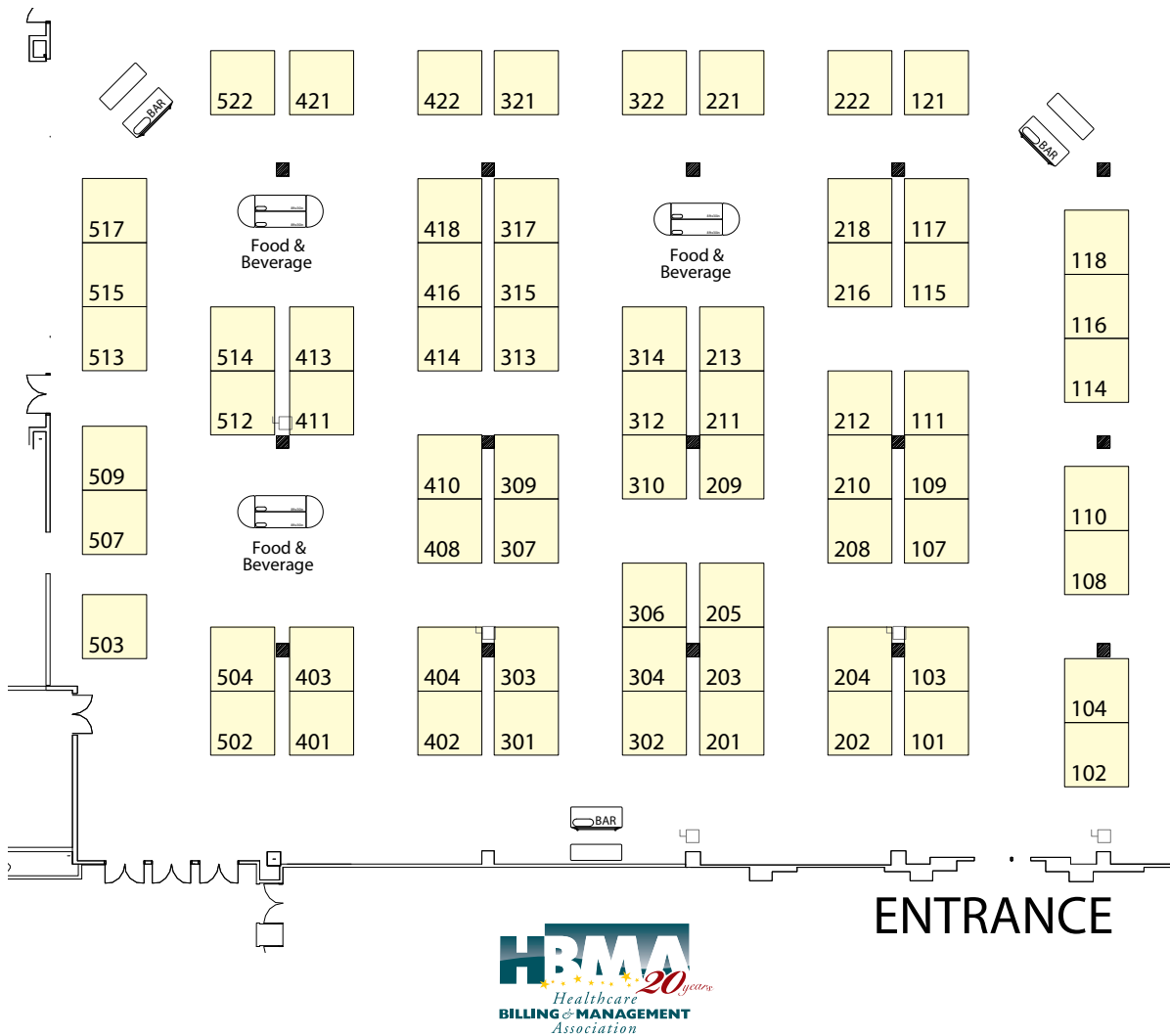
2013

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Exhibitor Floorplan

WALT DISNEY WORLD SWAN & DOLPHIN • ATLANTIC HALL



Register online at www.hbma.org or mail/fax the enclosed completed application form.

FOR SPONSORSHIP OPPORTUNITIES CONTACT:

Cindy Rounds at (877) 640-4262



BE A PART OF HBMA'S 20th ANNIVERSARY CELEBRATION



APPLICATION & CONTRACT TO EXHIBIT

Reserve your exhibit space online at www.hbma.org or return this form with payment to:

HBMA • 1540 S. Coast Hwy, Suite 203 • Laguna Beach, CA 92651 • (877) 640-4262 • Fax (949) 376-3456

EXHIBITOR INFORMATION	<p>CONFERENCE PROGRAM LISTING</p> <p>Exhibiting Organization _____</p> <p>Primary Contact _____ Title _____</p> <p>Address _____</p> <p>City, State, Zip _____</p> <p>Telephone Number () _____ Fax () _____</p> <p>E-mail Address _____ Web site _____</p> <p>LOGISTICAL CONTACT (for Service Kits, Booth Assignments, Other Correspondence)</p> <p>Name _____ Title _____</p> <p>Address _____</p> <p>City, State, Zip _____</p> <p>Telephone Number () _____ Fax () _____</p> <p>E-mail Address _____</p> <p>BADGE INFORMATION: List all Company Representatives Attending the Conference (at right)</p> <p>Exhibiting companies receive 2 (two) complimentary registrations per paid booth. One additional person may be registered for a fee of \$300. Limit of 3 (three) representatives per booth.</p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p>
SPACE REQUIREMENTS	<p>Booth Size 8' x 10' Rates for Exhibit Space are:</p> <p>HBMA Vendor Affiliate . . . \$1,995.00 per booth</p> <p>HBMA Member #: _____</p> <p>Non-Member Fee \$2,495.00 per booth</p> <p><i>Exhibitors submitting this application online can immediately confirm booth selection. If returning this via fax or mail, please include 3 booth preferences. HBMA recommends you submit your application early. All applications will be processed on a first-come, first-served basis.</i></p> <p><i>Booth Preferences:</i> 1. _____ 2. _____ 3. _____</p> <p>PAYMENT MUST BE SUBMITTED WITH APPLICATION TO EXHIBIT</p>
TERMS OF AGREEMENT	<p>Company Service/Product Description and Logo. Email to cindy@hbma.org: Due March 15, 2013</p> <p><i>HBMA reserves the right to edit type to conform to format and length limit as necessary.</i></p> <p>Exhibit Booth Rental \$ _____</p> <p>Additional Representative @ \$300 each \$ _____</p> <p>Sponsorship Contribution \$ _____</p> <p style="text-align:right;">TOTAL ENCLOSED \$ _____</p> <p><input type="checkbox"/> Enclosed is check made payable to "HBMA" Check# _____ Amount Paid \$ _____</p> <p><input type="checkbox"/> Credit Card <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express</p> <p>Credit Card# _____ Exp. Date _____</p> <p>Authorized Signature (required) _____ Date _____</p> <p><input type="checkbox"/> We understand and agree to abide by the HBMA Code of Ethics (see page 12)</p> <p><input type="checkbox"/> We agree to comply with the Terms & Conditions and HBMA Exhibit Rules & Regulations (see page 13)</p> <p><input type="checkbox"/> We are interested in sponsorship opportunities. Please contact us.</p> <p><input type="checkbox"/> We will attend the Networking Luncheon. There will be ____ people attending.</p> <p><input type="checkbox"/> We will participate in the Off-Site Special Event. There will be ____ people attending.</p> <p><input type="checkbox"/> We will participate in the Exhibitor Wrap-Up Session. There will be ____ people attending.</p> <p><input type="checkbox"/> Please check here if you have special needs, including dietary.</p> <p><small>It is agreed that this application and contract resulting from its acceptance and confirmed assignment of space shall be subject to the regulations contained in this brochure and in the HBMA Exhibit Rules & Regulations, incorporated herein by reference. In the event of cancellation by the exhibitor prior to March 17, 2013, the liability of the association shall be limited to the refunding of the amount of rental paid, less a \$100 administrative fee. Cancellation by the exhibitor after that date will result in forfeiture of the required payment. Cancellation notice must be in writing. In case of cancellation of the meeting for reasons beyond the control of HBMA, it is understood that the liability of the association shall be limited to the refund of the amount paid.</small></p>

FOR EXHIBITOR INFORMATION AND SPONSORSHIP OPPORTUNITIES, CONTACT:

Cindy Rounds at cindy@hbma.org or 877-640-4262



APPLICATION & CONTRACT TO EXHIBIT

EXHIBITOR GUIDELINES/RULES AND REGULATIONS

THE CONTRACT AND APPLICATION TO EXHIBIT

The Contract/Application for space, the formal notice of space assignment by HBMA and the full payment of all booth fees together constitute a contract to the right to use space. HBMA reserves the right to assign and reassign the exhibit space allotted each contract as it deems necessary.

ASSIGNMENT OF BOOTH SPACE • SELF-SELECTION PROCESS

HBMA is offering you as an Exhibitor the opportunity to select your own location in the Exhibit Hall. The Exhibit Hall floor plan with booth numbers will be available online. Please make your selection of booth location at the time you submit your application to exhibit. Please note that once you have selected your booth, it may not be possible to change your location.

TERMS OF PAYMENT

You are urged to submit your application early. Full payment must accompany the completed application. Checks must be in US Funds, drawn on a US bank, payable to HBMA.

BOOTH SPACE CANCELLATION/REDUCTION OF SPACE

Notification of cancellation or reduction of booth space must be in writing. Cancellations sent via fax will be accepted at 949-376-3456. Cancellations received by March 15, 2013 will be subject to a \$100 administrative fee. No refund will be made for cancellation requests received after March 15, 2013.

USE OF DISPLAY SPACE

All distribution and demonstration of promotional materials must be confined to the perimeters of the exhibitor's booth. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. Attention getting devices in the form of entertainment or demonstrations of non-product items or services must be approved in advance in writing by HBMA. Any devices that project sound must be tuned to conversation level. Sharing of booth space is prohibited. Vendors may have the opportunity to have a special promotion at their booth with approval of HBMA.

Food and beverage products, including but not limited to alcoholic beverages, may not be distributed by exhibitors unless agreed upon and under contract with HBMA. Small bowls of candy are allowed.

Distribution of literature, samples, etc. by firms that are NOT participating in the technical exhibit is prohibited. Violation of this "suitcasing" policy will subject the offender to immediate dismissal from the conference. Evidence of violation of this rule should be reported immediately to an HBMA representative.

STANDARDS FOR EXHIBITING

As a courtesy to participants and fellow exhibitors, exhibiting companies must open their exhibit on time and staff the booth at all times during the exhibit hours. No packing of equipment or literature,

or dismantling of exhibits is permitted until the exhibit show closing.

Unethical conduct or infraction of rules on the part of the exhibitor or his representative, or both, will subject the exhibitor or his representative to dismissal from the exhibit hall, in which event it is agreed that no refund will be made by HBMA. Other actions may subsequently be taken upon review of the violation by the association.

No functions, entertainment, or social events may be scheduled to conflict with conference program hours, exhibit hours or social events held over the conference dates. Functions sponsored independently by Exhibitors at the conference site to which attendees are invited must receive prior written approval from HBMA.

LIABILITY

The Healthcare Billing and Management Association (HBMA), its officers, directors, agents and employees cannot guarantee against loss, theft, damage or injury connected with the exhibitor's participation in the exhibition.

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the use of the exhibition premises. The exhibitor agrees to indemnify, hold harmless and defend HBMA, The Disney World Swan & Dolphin, and their respective employees and agents from any and all such losses, damages and claims. Hotel will not be responsible or liable for any loss, damage or claims arising out of exhibitor's activities on the Hotel's premises except for any claims, loss or damages arising directly from the hotel's own negligence. HBMA will not be responsible or liable for any loss damage or claims arising out of the exhibitor's activities on the premises except for any claims, loss or damages caused by or resulting from the negligence of HBMA, its officers, directors, agents or employees.

Exhibitors understand that neither HBMA nor The Disney World Swan & Dolphin maintain insurance covering exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

CONTRACTUAL AGREEMENT

It is expressly understood that in leasing and using space in the exhibit hall, the exhibitor agrees to abide by all rules and regulations; moreover, that HBMA in accepting the application for space, agrees to furnish ordinary facilities and services as enumerated in this agreement.

Any points not covered above, or elsewhere on these pages, or in HBMA Exhibit Rules & Regulations, incorporated herein by reference, are subject to a settlement by the management (HBMA). HBMA reserves the right to change or modify any rule or regulation, or any specification therein, when deemed advisable and to the best interest of the association.

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HBMA CODE OF ETHICS

***As an HBMA Member and/or an Exhibitor participating in an HBMA event,
I agree to abide by these principles and pledge to:***

- Exercise sensitive professional and moral judgment in all business activities
 - Act in a way that will honor the public interest and demonstrate a commitment to professionalism and competence
 - Perform all business activities with the highest sense of integrity
 - Maintain objectivity and avoid any conflict of interest
 - Exercise care and diligence in providing services
 - Maintain confidentiality of patient and client information
 - Strive to comply with all relevant Federal, State and Local laws and regulations
 - Refrain from making misleading or false statements about professional qualifications, experience, performance or results that can be achieved
-
-

Healthcare Billing & Management Association

1540 South Coast Hwy, Suite 203

Laguna Beach, CA 92651

(877) 640-4262 • Fax (949) 376-3456

www.hbma.org



 **20 years**

BE A PART OF HBMA'S 20th ANNIVERSARY CELEBRATION



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IMPORTANT EXHIBITOR REMINDERS

PLEASE SHARE THESE REMINDERS WITH ALL STAFF THAT WILL BE MANNING YOUR BOOTH

- **All exhibits must be FULLY set by 4:00 pm on Thursday, April 17, 2013.** After this time, HBMA reserves the right to use any empty space in a way that will compliment the overall appearance of the exposition.
- **Exhibit booths must be staffed at all times during exhibit show hours.** The exhibit show has been scheduled to allow for unopposed exhibit hours. Exhibitors should plan on being stationed at their booth at least *15 minutes* prior to the published show hours.
- **Exhibit booths may not be dismantled prior to 10:30 am on Friday, April 19.** Exhibitors may lose their right to exhibit at other HBMA events if they do not adhere to this schedule. This policy is in place as a courtesy to other exhibitors and attendees who will be conducting business in the exhibit hall until closing time.
- **Booth etiquette requires that product displays and presentations be confined to the assigned booth space.** Demonstrations should be straightforward, professional in nature and must avoid the use of sideshow or theatrical gimmicks, celebrities, excessive noise, heat or light. Spectators may not interfere with normal traffic flow to other exhibits in the aisle space.
- **HBMA will provide security throughout the exposition.** Even though security will be provided during installation, show days, and dismantling, *it is always the exhibitor's responsibility to ensure the security of his/her exhibit and its contents.*
- **Each exhibitor is expected to abide by the HBMA Code of Ethics and to comply with the Terms & Conditions of this agreement and HBMA Exhibit Rules & Regulations.** Please thoroughly review this Exhibitor Prospectus that includes Exhibitor Guidelines, Rules & Regulations along with the HBMA Code of Ethics. Should you have any questions, you may direct your inquiries to show management.

Thank you for your participation in what is sure to be a very successful event!



BE A PART OF HBMA'S 20th ANNIVERSARY CELEBRATION