# ANNUAL TRAINING CONFERENCE EXPO

NOVEMBER 15-18 / ORLANDO, FLORIDA



A PRIVATE - PUBLIC PARTNERSHIP AGAINST HEALTH CARE FRAUD

## ABOUT NHCAA & THE ANTI-FRAUD EXPO

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The National Health Care Anti-Fraud Association (NHCAA) is excited to welcome everyone in the anti-fraud community back in person to the Annual Training Conference (ATC).

As the leading national organization focused exclusively on the fight against health care fraud and abuse, the ATC and Anti-fraud Expo are one of a kind bringing together the brightest in the industry to share their experiences, knowledge, and insights on how to solve the challenges of health care fraud. The NHCAA Anti-Fraud Expo is the exhibit hall held in conjunction with the NHCAA Annual Training Conference (ATC), where those in the health care anti-fraud industry showcase their products and services.

Known as the most critical annual event for the health care anti-fraud industry, NHCAA's Anti-Fraud Expo has a proven reputation of providing our sponsors and exhibitors with a targeted audience and valuable interactions with over 1400 health care anti-fraud professionals in business, industry, and law enforcement.

Whether you are interested in strengthening your sales and marketing efforts or want help identifying potential business partners, NHCAA's Anti-Fraud Expo will make that happen.

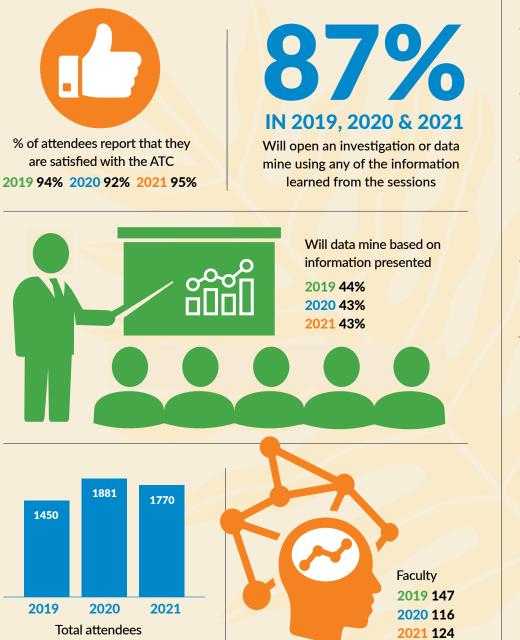
#### **ABOUT NHCAA**

Founded in 1985 by several private health insurers and federal and state government officials, the National Health Care Anti-Fraud Association is the leading national organization focused exclusively on the fight against health care fraud. We are a private-public partnership - our members comprise over 90 private health insurers and those public-sector law enforcement and regulatory agencies having jurisdiction over health care fraud committed against both private payers and public programs.



# **REASONS TO EXHIBIT**

Since the ATC has been virtual for the past two years, data included here represents the ATC in Nashville in 2019 as well as the past two years in the virtual environment . As you can see below, NHCAA consistently served our members and the anti-fraud community at the Annual Training Conference.



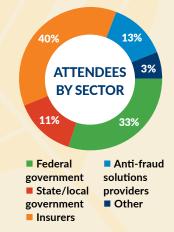
## New in 2022

The ATC is being redesigned. Here are a few highlights of the changes.

- The ATC will have 14.5 Anti-fraud Expo Hall hours
- Opening session will occur on the afternoon of Tuesday, November 15.
- All attendee lunches will be held in the Anti-fraud Expo Hall, driving over 1000 attendees into the hall for lunch service.
- The Anti-fraud Expo Hall will open on Wednesday, November 16 at 9 AM.

### **Attendee Profile**

Data represents the 2022 virtual ATC



# **EXPO HALL PRESENCE**

### Choose your booth size



### Exhibitor Booth Package (included in all packages)

Pipe & drape, skirted 6' table, two chairs and a wastebasket

#### Free Wi-Fi

Logo, company description, and contact information on the Conference App & Website

Use of the 2022 ATC logo/branding in agreed upon promotion of ATC participation

# **EXPO HALL PRESENCE**

## Upgrade your booth package

		Silver <b>⊗</b> \$1,500	Gold	Diamond ♥ \$7,500
Logo on ATC sponsorship webpage and app	\$500 Value	•	•	•
Booth staff may attend all 3 General Sessions	\$1,500 Value	•	•	•
Inclusion in General Session Slideshow	\$500 Value	•	•	•
Logo on onsite signage and pocket guide	\$500 Value	•	•	•
Signage placard highlighting sponsorship level	\$250 Value	•	•	•
One-time use of post-ATC mailing list	\$1,500 Value		•	•
One-page literature piece to be included in giveaway	\$1,000 Value		•	•
Complimentary participation in EXPO traffic builder	\$1,000 Value		•	•
Inclusion in marketing email sent to ATC regsitrants	\$500 Value		•	•
Two complimentary booth staff registration	\$900 Value		•	•
Push notification to attendees through conference app	\$500 Value			•
One additional full conference registration	\$1,475 Value			•
		\$3,250 VALUE	\$8,150 VALUE	\$10,145 VALUE

2022 ATC & Anti-Fraud Expo Add-Ons

#### **BRANDING OPPORTUNITIES / OCT. 1, 2022 DEADLINE**



## Note Pads & Pens / \$3,000 (1 available)

Your company's logo will be included on all note pads and pens that are distributed in sessions and at the registration area.



## Charging Station / \$4,000 (1 available)

Add your logo onto charging stations located in the foyer area at ATC to allow attendees the chance to recharge devices and take a break.



## Water Bottles / \$4,000 or \$10,000 (1 available)

Keep attendeees well hydrated by distributing a water bottle with your logo. There will be water stations throughout the event and your water bottle would be a great addition. Cost is \$4,000 if sponsor produces and ships to ATC/\$10,000 if NHCAA is required to secure and produce.



## Hand Sanitizer / \$4,000 or \$10,000 (1 available)

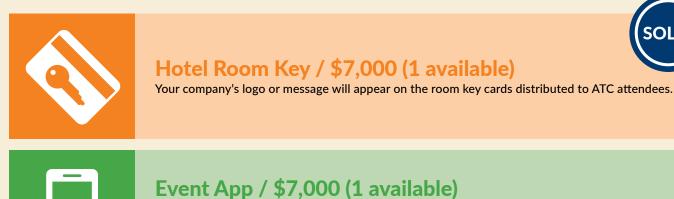
Distribute small, portable hand santiziers with your logo. Hand sanitizers will be available to all attendees to pick up at registration area. Cost is \$4,000 if sponsor produces and ships to ATC/\$10,000 if NHCAA is required to secure and produce.



## Headshot Lounge / \$7,000 (1 available)

Sponsor a custom headshot lounge to help generate foot traffic and provide ATC attendees with a new professional headshot.

2022 ATC & Anti-Fraud Expo Add-Ons



Sponsor the mobile app, which all attendees download to utilize the conference schedule, exhibitors, sponsors, speaker presentations and conference surveys. Have your company logo prominently displayed on splash screen of the mobile app.



## Attendee Bags / \$10,000 (1 available)

Include your logo on the official NHCAA ATC bag that is available to all ATC attendees at registration.



## WiFi / \$12,000 (1 available)

Provide the conference wifi to all attendees and exhibitors. Your company name and logo will appear on wifi splash page for all attendees to see. Sponsor will have the options to use their company name as part of the network password.

2022 ATC & Anti-Fraud Expo Add-Ons

#### FOOD & BEVERAGE OPPORTUNITIES / OCT. 14, 2022 DEADLINE



## F&B / TBD (unlimited)

Offer a specialty food or beverage in your booth and the traffic follows. It's as simple as that! Details and menu selection will be made available in July 2022.



## Networking Break / \$5,000 (3 available)

Sponsor a networking break in the exhibit hall. Include your company name and logo on the food and beverage tables as well as on the menu items.



## Lunch Sponsor / \$9,000 (2 available)

Sponsor attendee lunch in the exhibit hall. Include your company name and logo on the food and beverage tables as well as on the menu items.



## Welcome Reception Sponsor/ \$10,000 (1 available)

Welcome attendees back to an in-person event! Host the welcome reception on Tuesday, November 15. Sponsor logo will be placed at all bar and food stations, company logo on napkins, and an opportunity to place a branded giveaway near the food stations.



## Happy Hour / \$10,000 (1 available)

Host the happy hour in the exhibit hall on Wednesday, November 16. Sponsor logo will be placed at all bar and food stations, company logo on napkins and an opportunty to place a branded giveaway near the food stations.

2022 ATC & Anti-Fraud Expo Add-Ons

#### SIGNAGE OPPORTUNITIES / OCT. 14, 2022 DEADLINE



## Glass Clings / \$2,500 (15 available)

Fully designed glass cling located prominently in the registration area or outside of the expo hall. May purchase multiples to create larger, consecutive promotional space.



## Digital Signage/Ads / \$3,000 (6 available)

Add your company ad to the digital signage helping to direct attendees to the ATC. This static ad will be included as part of the ATC digital signage rotation throughout the entirety of the event.



## Column Wrap / \$3,500 (4 available)

Fully designed fabric column wrap located prominently in the registration area.



### Aisle Banners/ TBD (5 available)

Include your company logo on the aisle signs that help direct traffic to exhibitors and attendees. Choice of one aisle sign closest to your booth location.

2022 ATC & Anti-Fraud Expo Add-Ons

#### THOUGHT LEADERSHIP OPPORTUNITIES / NOV. 1, 2022 DEADLINE



## Anti-Fraud Expo Bingo / \$1,000 (unlimited)

Feature your company's logo on the 2020 Anti-Fraud Expo Bingo Card distributed to all Conference attendees onsite. Attendees will need to locate your booth, and have you sign your section in order to complete their game card and be entered to win the Grand Prize from NHCAA.



#### ATC Dedicated Email Blast / \$1,750 (8 available-6 pre, 2 post)

ATC Exhibitors and Sponsors can send an email to all ATC attendees to increase booth traffic and maximize visibility of your company. This unique and limited opportunity will put your message in front of hundreds of health care anti-fraud professionals.



## Fraud-Side Chats / \$2,000 (8 available)

This opportunity allows you to showcase your thought-leadership or latest fraud solutions and products. A special presentation lounge will be designed for 20-minute "Fraud-Side Chats" during Expo Hall networking breaks.



## Speaking Opportunity/ \$8,000 (2 available)

SOLD!

Opportunity to host an educational session within the official conference program. These 60-minute sessions allow your organization to share your expertise by addressing anti-fraud challenges and providing solutions.



## 10x20 or 20x20 Meeting Rooms / TBD (unlimited)

Create a private meeting space on the exhibit floor. This hard-wall, lockable meeting rooms come with a table and 4 chairs. Keep your customers on the exhibit floor and easily hold private meetings near your booth space.

# HOTEL & TRAVEL



#### HYATT REGENCY ORLANDO

9801 International Dr, Orlando, FL 32819

- **Deadline** Reservations received after October 14, 2022 are subject to the hotel's prevailing rate.
- Credit card The hotel will ask for a credit card when you make the reservation. This will help to guarantee the room reservation in the event of the attendee not showing up without canceling or canceling within 72 hours of arrival. This card will not be charged unless either of the previously stated events occur.
- Room blocks NHCAA is asking that groups of larger than eight (8) set up a sub-block with the hotel and guarantee the rooms. Contact antifraudexpo@nhcaa.org for more information.

#### **Room Rates**

Starting at \$285/single occupancy\*

\* Rate does not include applicable taxes and fees. Double occupancy rates may apply. Additional terms and conditions apply. Please review terms, conditions, substitutions, and cancellation policies on the hotel's reservation websites.

#### HOTEL DISCOUNTS NOT AVAILABLE UNTIL JUNE 1.

Taxes

\$38.83 (total)

6.5% State Tax // 6% Occupancy Tax // \$2.85 County Surcharge

# SCHEDULES

### Expo Hall Schedule

# TUESDAY **11/15**

**12:00 PM - 6:00 PM** Expo Set-up

# wednesday 11/16

9:00 AM Expo Hall Opens

9:30 AM - 10:15 AM Coffee Break

12:30 PM - 1:45 PM Lunch with Exhibitors

4:45 PM – 6:30 PM Happy Hour Reception

# thursday **11/17**

9:00 AM Expo Hall Opens

9:15 AM - 10:00 AM Coffee Break

12:15 PM - 1:30 PM Lunch with Exhibitors

2:00 PM Expo Hall Closes

## **Conference Schedule\***

# TUESDAY

**10:30 AM – 5:30 PM** Registration and Information Desk Open

4:00 PM - 5:00 PM Opening Welcome and Keynote

5:00 PM – 6:30 PM Welcome Back Reception

# wednesday

7:00 AM – 5:00 PM Registration and Information Desk Open

8:00 AM - 9:15 AM Morning General Session Award Announcements and Federal Perspectives Panel

9:00 AM Anti-Fraud Expo Hall Opens

9:30 AM - 10:15 AM Coffee Break in the Anti-Fraud Expo Hall

10:15 AM - 12:30 PM Concurrent Sessions

12:30 PM - 1:45 PM Lunch in Anti-Fraud Expo Hall

1:45 PM - 2:45 PM Concurrent Sessions

2:45 PM - 4:45 PM Roundtables

4:45 PM - 6:30 PM Reception in the Anti-Fraud Expo Hall

# THURSDAY **11/17**

7:00 AM - 5:00 PM Registration and Information Desk Open

8:30 AM - 9:15 AM Morning General Session

9:00 AM Anti-Fraud Expo Hall Opens

9:15 AM – 10:00 AM Coffee Break in the Anti-Fraud Expo Hall

10:00 AM - 12:15 PM Concurrent Sessions

12:15 PM - 1:30 PM Lunch in Anti-Fraud Expo Hall

1:30 PM - 5:00 PM Concurrent Sessions

2:00 PM Anti-Fraud Expo Hall Closes

FRIDAY

8:00 AM - 10:30 AM Reg<mark>istrati</mark>on and Information Desk Open

8:30 AM - 10:30 AM Seminars

10:30 AM Conference Adjourns

\*Schedule is subject to change

# **EXHIBITOR APPLICATION**

Exhibiting Company Name		
Company Mailing Address		
City	State	Zip
Company Phone		
Company Email Address		
Company Website		

#### **EXHIBITOR/LOGISTICS CONTACT PERSON**

This person will be NHCAA's main point of contact for all Exhibitor-related logistics prior to the show, including deliverables, boothspace creation, sponsorship benefits, etc:

Name	
Title	
Company	
Phone	Email

#### ADDITIONAL LOGISTICS CONTACT

If you'd like to designate an additional Exhibitor Logistics Contact, please enter their information below:

Name	
Title	
Company	
Phone	Email

## PLEASE SUBMIT YOUR EXHIBITOR APPLICATION TO ANTIFRAUDEXPO@NHCAA.ORG.

Questions? Contact antifraudexpo@nhcaa.org

# **EXHIBITOR APPLICATION**

#### **STEP 1: SELECT YOUR BOOTH SPACE**

	10'x10' Booth	10'x20' Booth	20'x20' Booth	TOTALS
Members	□ \$3,500	□ \$7,000	□ \$14,000	
Non-Members	□ \$4,500	□ \$9,000	□ \$18,000	\$
EP 2: OPTIONAL UPGRADED	BOOTH PACKAGE	(Package details can be	found on page 6)	
Silver Sponsor Booth Package			□ \$1,500	
Gold Sponsor Booth Package			□ \$4,500	
Diamond Sponsor Booth Package	:		□ \$7,500	\$
EP 3: CHOOSE AN ADDITION		DD-ON		
Note Pads/Pens			□ \$3,000	
Charging Station			□ \$4,000	
Headshot Lounge			□ \$7,000	
Hotel Room Key			□ \$7,000	
Event App			□ \$7,000	
Networking Break			□ \$5,000	
Welcome Reception Sponsor			□ \$10,000	
Happy Hour			□ \$10,000	
Glass Clings			□ \$2,500	
Digital Signage/Ads			□ \$3,000	
Anti-Fraud Expo Bingo			□ \$1,000	
ATC Dedicated Email Blast			□ \$1,750	
Fraud-Side Chats			□ \$2,000	
	5-10)		\$	\$

Total Amount for Booth Space, Booth Package, and Add-Ons \$\_\_\_

Once application is submitted, you will be sent a link to electronically sign the contract and make payment online. Applications are not final until contract has been signed and payment has been received.

PLEASE SUBMIT YOUR EXHIBITOR APPLICATION TO ANTIFRAUDEXPO@NHCAA.ORG. Questions? Contact antifraudexpo@nhcaa.org

# **EXHIBITOR REGULATIONS**

All exhibits and exhibitors are subject to the following regulations. The words "Management" and "The NHCAA Institute" herein refer to The NHCAA Institute for Health Care Fraud Prevention.

#### **EXHIBITION OBJECTIVES**

The Anti-Fraud Expo is a practical, professional adjunct to the sessions held during The NHCAA Institute Annual Training Conference. Exhibitors are expected to display their products and/or discuss their services with awareness of the professional and practical needs of attendees. Management reserves the right to refuse space to any applicant that, in the opinion of The NHCAA Institute, is unlikely to contribute to the overall objectives of the Conference.

#### **EXPO CONTRACTOR**

Alliance Exposition Services Phone: 888.528.2011 Email: ExhibitorAssistance@allianceexposition.com

#### **BOOTH ASSIGNMENT**

Exhibit booths will be assigned with priority given to companies that are current NHCAA Platinum and Premier Supporting Members, NHCAA Standard Supporting Members and/ or have purchased an upgraded "Exhibitor Package". The remaining space will be assigned on a first-come, first-serve basis for fully-registered exhibitors. A company will be considered fully registered when the application form is returned with payment in full. In all cases, management retains the full and final authority to assign exhibitor booths.

#### **CONDUCTING EXHIBITS**

Character of the exhibits is subject to approval by Management. The NHCAA Institute reserves the right to curtail exhibits or parts of exhibits that are not consistent with the character of the meeting. This rule applies to discount offers, display literature, advertising novelties, souvenirs, conduct of persons, etc. Moreover, canvassing or distributing advertising matter outside the exhibitor's own space is not permitted.

Solicitations of business or Conference in the interest of business, except by exhibiting firms, are prohibited. Subleasing of exhibit space in the Expo Hall is prohibited.

#### EXHIBIT BOOTH -APPEARANCE AND NOISE

Exhibitors are expected to maintain the cleanliness and appearance of their exhibit space during official hours. In addition, no construction is allowed on the sides of any booth that would obstruct or interfere with adjacent booths. Exhibitors may not store packing crates and/or boxes in their booths during the show. These containers must be properly marked, and will be stored and returned to the booth after the show by the expo decorator/service contractor.

#### DEMONSTRATIONS

Sound demonstrations should not exceed 85 decibels and only qualified personnel should conduct demonstrations.

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching to the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange their displays, product presentation and demonstration areas to ensure compliance. Special caution should be taken when demonstrating machinery or equipment that has moving parts or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of three feet and/or install hazard barriers as necessary to prevent accidental injury to spectators.

#### SOUND/MUSIC

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Sound and noise should not exceed 85 decibels. Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

#### EXHIBITOR INSTALLATION AND DISMANTLING

All displays must be installed during the designated times. All displays must be completely installed by **8:00 AM** on **Wednesday**, **November 16**. Exhibitors may not disturb or dismantle their exhibits until after the official closing. All displays must be completely dismantled between **2:00 PM – 6:00 PM** on **Thursday, November 17**.

#### **EXHIBITOR PERSONNEL**

At least one authorized representative must be at the display during all official hours of the Anti-Fraud Expo. All exhibitors must wear provided badges at all times during the Conference. Personnel not wearing a badge may be denied entrance to the Expo Hall or other Conference activities. Properly badged exhibitors may be admitted to the Expo Hall before or after official hours upon checking in with security or Management.

#### **Exhibit Labor**

#### **UNION LABOR**

Exhibitor personnel may set up their own exhibits. Union labor is available to assist in the installation and dismantling of exhibit booths. Exhibit labor, freight and rigging labor, electricians and plumbers can be arranged for an established rate, using the forms provided in the exhibitor services manual.

If your exhibit preparation, installation or dismantling requires more than 1 hour, you must use union personnel supplied by the Official Decorating Contractor.

As an exhibitor, you will be pleased to know that when union labor is required, you may provide your company personnel to work along with a union installer in Florida on a one-to-one basis.

# **EXHIBITOR REGULATIONS**

#### **TEAMSTERS UNION**

This union claims jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. An exhibitor may move the material that is hand carry-able by one person in one trip, without the use of dollies, hand trucks or other mechanical equipment.

#### **ELECTRICAL UNION**

IBEW Electricians jurisdiction covers all electrical labor for each booth including but not limited to, cable distribution under your carpet or flooring, and throughout the booth structure. Included are connections & hardwiring of all electrical equipment, (e.g. 208volt & higher services, panels, motors, and audio visual equipment), installation of all lighting hung from truss or beams & distribution of all cabling throughout the booth & truss structures. All stage hand labor used in the exhibit area will be supplied through Alliance Exposition with exception of their company representative/ supervisor. Unless contracted directly with the in-house AV / Internet provider, all data and coaxial cable run within the booth, overhead or on the floor will be installed by our electricians. Electrical services are provided on a time and material basis and cannot be performed by other unions, I&D houses or Exhibitors.

## MATERIAL/FREIGHT HANDLING JURISDICTION

Alliance Exposition Services has the responsibility of receiving and handling all exhibit materials and empty crates that comes in via over the road carriers. It is Alliance's responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exhibition. Alliance will not be responsible, however, for any materials they do not handle.

Vehicles must not be left unattended at the loading areas. Any unattended vehicles will be towed at the owner's expense.

The Fire Marshal absolutely prohibits the storage of empty containers in the exhibit hall. Arrangements have been made with Alliance Exposition Services to store empty crates. Please refer to the Material Handling Information sheet in this service manual for the handling of empties, disposal of skids, etc.

#### **GRATUITIES / BREAKS**

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for services rendered. Do not give coffee breaks other than mid-morning and mid-afternoon, when the union has a 15 minute paid break. Meal breaks are one hour. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to Alliance Exposition Services.

#### **IN GENERAL**

Exhibitors do not have to respond to grievances or complaints from union and trade personnel with respect to work jurisdictions. Please refer all such disputes and/or questions to Alliance management personnel immediately.

#### SAFETY

Safety of everyone working in the hall is of our utmost concern at all times. Standing on chairs, tables and other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Alliance Exposition Services cannot be held responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order labor on the Labor Order Form included in The Exhibitor Services Kit, and the necessary ladders and tools will be provided.

#### **Other Provisions**

#### ENTERTAINMENT/SPONSORED EVENTS

The exhibitor agrees not to sponsor group functions such as hospitality suites, tours, meals, or other activities during the meeting and training session that would in any way interfere with the attendees' participation in any part of the Conference. The exhibitor must clear with Management any intended group function. For more information, please contact Exhibitor Services at antifraudexpo@nhcaa.org

#### LIABILITY

The Management will employ reputable security guards and will take reasonable precautions to safeguard the exhibits, however, the exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless The NHCAA Institute for Health Care Fraud Prevention, its agents and employees, from any and all such losses, damages and claims. While the Expo Hall will be closed during non-exhibit hours, it is the exhibitor's responsibility to obtain adequate insurance and to secure materials. The NHCAA Institute and Hyatt Regency Orlando do not guarantee or protect the exhibitor against loss or damage of any kind. The exhibitor must comply with and be bound by all laws, ordinances and regulations of the country, state, county and city, and where applicable, of the police and fire departments.

#### PAYMENT

An exhibitor will not be considered fully registered until the application form is returned with payment in full. If necessary and at the request of a potential exhibitor, a company may be invoiced for total fees due but space will not be assigned until payment has been made in full.

#### **Cancellation Provisions**

#### **EXHIBIT BOOTH CANCELLATION**

Exhibit booth space canceled on or before October 14, 2022 will receive a 50% refund of payments. Refunds will not be provided after October 15, 2022. Any space not claimed or occupied before 6:00 pm on Tuesday, November 22, 2022 may be reassigned without refund.

#### FAILURE TO COMPLY

Failure to comply with these regulations can result in Management denying the company privileges to exhibit at future Anti-Fraud Expos.

## FOR MORE

Please contact Exhibitor Services at antifraudexpo@nhcaa.org