2023 Annual training conference

NOVEMBER 6-9 / DALLAS, TEXAS



A PRIVATE - PUBLIC PARTNERSHIP AGAINST HEALTH CARE FRAUD

ABOUT NHCAA & THE ANTI-FRAUD EXPO

Table of Contents

Reasons to Exhibit	2
Exhibit Hall Presence	3
Customize Your Experience	5
Hotel & Travel	10
Schedules	11
Exhibitor Application	12
Exhibitor Regulations	14

The National Health Care Anti-Fraud Association (NHCAA) is excited to welcome the anti-fraud community to Dallas, Texas for the 2023 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 event bringing the brightest individuals in the industry together to share their experiences and insights. Throughout the two and a half days of sessions, participants will gain skills and knowledge to solve the challenges of health care fraud.

The Anti-Fraud Expo, held in conjunction with the ATC, offers registrants an opportunity to learn about the products, services and solutions offered by the innovative companies supporting the industry. For the sponsors and exhibitors, the ATC is the most critical annual event each year! With a proven reputation, the Anti-Fraud Expo provides companies with a targeted audience of over 1200 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, the 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



In 2022, the ATC was back in person with 1250 attendees ready to network and learn!



The content presented at the ATC makes it the essential event for anti-fraud professionals. You need to be affiliated with this premier event.



People who strongly agree that they will data mine based on information presented at the ATC

2022 47% 2021 44% 2020 43%

% of attendees report that they are satisfied with the ATC

2022 93% **2021** 95% 2020 92%

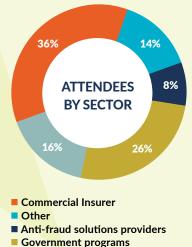
Attendees report the main reasons for attending the ATC are the content (43%) and networking opportunities (21%).

2023 ATC HIGHLIGHTS

- The ATC will have 19.5 Anti-fraud Expo Hall hours
- All attendee food related
 functions 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 with the Opening Night Reception on Monday, November 6.

Attendee Profile

Data represents the 2022 in-person ATC



Law Enforcement

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 2023 ATC logo/branding in agreed upon promotion of ATC participation

EXPO HALL PRESENCE

Upgrade your booth package

		Access \$6,000	Visibility \$10,000
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 PDF piece to be linked in the "Know Before You Go" Email distributed to registered attendeees in advance of ATC	\$1,500 Value		•
Complimentary participation in EXPO traffic builder	\$1,000 Value	•	•
Inclusion in marketing email sent to ATC regsitrants	\$750 Value		•
Two complimentary booth staff registration	\$900 Value	•	•
Push notification to attendees through conference app (1)	\$1,000 Value	•	•
One additional full conference registration	\$1,475 Value	•	•
		\$7,375 VALUE	\$11,375 VALUE

2023 ATC & Anti-Fraud Expo Add-Ons

BRANDING OPPORTUNITIES / OCT. 1, 2023 DEADLINE

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.



Charging Station / \$5,000 (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.



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

SOLD!

Sponsor a custom headshot lounge to help generate foot traffic and provide ATC attendees with a new professional headshot. Sponsorship includes a lead generation device to capture information on all attendees utilizing the headshot lounge.



Hotel Room Key / \$7,000 (1 available)

Your company's logo or message will appear on the room key cards distributed to ATC attendees.

2023 ATC & Anti-Fraud Expo Add-Ons

BRANDING OPPORTUNITIES / OCT. 1, 2023 DEADLINE



Event App / \$7,000 (1 available)

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.



Sunrise Yoga / \$7,000 (1 available)

Be the reason the day starts off well! Sponsorship of the sunrise yoga includes signage in front of room and on agenda items. Yoga mats with sponsor logo and instructor will be provided.



Registration Sponsor / \$8,000 (1 available)

The registration sponsorship will include your company logo on all web pages pertinent to registration, and at the onsite registration desk.



WiFi / \$10,000 (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.



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

Feature your company's logo on the 2023 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.

2023 ATC & Anti-Fraud Expo Add-Ons

FOOD & BEVERAGE OPPORTUNITIES / OCT. 14, 2023 DEADLINE



Networking - Coffee Break / \$5,000 (1 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 / \$10,000 (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 / \$10,000 (1 available)

Host the Welcome Reception in the exhibit hall on Monday, November 6. Sponsor logo will be included on all signage and agenda promoting the Welcome Reception, and placed at all bar and food stations. Sponsor will have an opportunty to place a branded giveaway near the food stations if they choose.



Tuesday Reception / \$10,000 (1 available)

Host the happy hour in the exhibit hall on Tuesday, November 7. Sponsor logo will be included on all signage and agenda promoting the happy hour, and placed at all bar and food stations. Sponsor will have an opportunty to place a branded giveaway near the food stations if they choose.

2023 ATC & Anti-Fraud Expo Add-Ons

SIGNAGE OPPORTUNITIES / OCT. 14, 2023 DEADLINE



Glass Clings / \$2,000 (15 available)

Showcase your company branding on glass doorways leading from concurrent session rooms to the general ballroom area. This 3'x3' cling will be visible to attendees from all directions in the venue.

6	0

Column Wrap in Anti-Fraud Expo Hall / \$5,000 (8 available)

Fully designed column wrap located prominently in the front of the expo hall, right as attendees walk in.



Elevator Cling - Inside Glass / \$5,000 (1 available)

Guests will be captivated by the glass elevators overlooking the open atrium at the hotel. Showcase your company brand on glass clings in 3 elevators - a sure way to get the attendee's attention.



Elevator Cling - Outside Doors / \$6,000 (1 available)

SOLD!

Put your company logo on the 6 elevator doors on Level 1. All guests use the elevators to access their rooms and this is a way to make sure you are front and center.



Escalator Cling / \$16,000

Put your company branding on the first escalator guests see when arriving at the venue. Escalator runs from main floor to 2nd level, where all hotel restaurants are located. This is a prime location to showcase your company.

2023 ATC & Anti-Fraud Expo Add-Ons

THOUGHT LEADERSHIP OPPORTUNITIES / NOV. 1, 2023 DEADLINE

52

ATC Dedicated Email Blast / \$1,750 (8 available - 6 pre-event - Sold Out; 2 post-event - Still available)

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.



Post-event Email Wrap Up/ \$3,000

Sponsor logo and dedicated message will be included in post-ATC email wrap up.



10x10 Meeting Room \$7,000 or 10x20 Meeting Room \$12,000 (unlimited)

Meeting rooms are pre-built, semi-private, lockable meeting rooms located on the Expo Hall floor either in 10x10 or 10x20 size. Meeting rooms comes with a table and chairs, lockable door, logo on graphic panel. Meeting room will have 8' high walls, but will be open at the top.



Fraud-Side Chats / \$5,000 (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. All Fraud-Side Chats will be recorded and recording files delivered to sponsor post-event for sponsor usage.



HYATT REGENCY DALLAS

300 Reunion Boulevard, Dallas, TX

- **Deadline** Reservations received after October 12, 2023 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 \$275/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.

Taxes \$47.57 (total)

SCHEDULES

Expo Hall Schedule

MONDAY **11/6**

8:00 AM - 3:00 PM Expo Set-up

4:30 PM - 7:00 PM Expo Hall Opens / Welcome Reception

TUESDAY

8:30 AM - 6:00 PM Expo Hall Open

9:00 AM - 9:30 AM Coffee Break

11:50 AM - 1:15 PM Lunch with Exhibitors

4:30 PM - 6:00 PM Reception

wednesday 11/8

7:15 AM - 12:30 PM Expo Hall Open

7:30 AM - 8:30 AM Breakfast with Exhibitors

11:00 AM - 12:15 PM Lunch with Exhibitors

12:30 PM Expo Hall Closes

Conference Schedule*

MONDAY

7:30 AM – 5:30 PM Registration and Information Desk Open

4:30 PM - 5:00 PM Anti-Fraud Expo Hall Preview

5:00 PM - 7:00 PM Welcome Reception in the Anti-Fraud Expo Hall

TUESDAY

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

8:00 AM - 9:00 AM Opening General Session

8:30 AM Anti-Fraud Expo Hall Opens

9:00 AM - 9:30 AM Coffee Break in the Anti-Fraud Expo Hall

9:40 AM - 11:50 AM Concurrent Sessions

11:50 AM – 1:15 PM Lunch in the Anti-Fraud Expo Hall

1:15 PM - 2:00 PM Awards Ceremony

2:15 PM - 4:30 PM Concurrent Sessions

4:30 PM - 6:00 PM Reception in the Anti-Fraud Expo Hall

wednesday 11/8

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

7:15 AM Anti-Fraud Expo Hall Opens

7:30 AM - 8:30 AM Breakfast with Exhibitors in the Anti-Fraud Expo Hall

8:30 AM - 9:45 AM General Session

10:00 AM - 11:00 AM Concurrent Sessions

11:00 AM - 12:15 PM Lunch in Expo Hall

12:30 PM - 4:15 PM Workshops and Concurrent Sessions

THURSDAY

8:30 AM - 11:00 AM Information Desk Open

9:00 AM - 11:00 AM Seminars

11:00 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 Logistic	s Contact, please enter their information below:
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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	TOTALS
Members	□ \$3,500	□ \$7,000	
Non-Members	□ \$4,500	□ \$9,000	\$

STEP 2: OPTIONAL UPGRADED BOOTH PACKAGE (Package details can be found on page 4)

Visibility Package	□ \$10,000	
Access Package	□ \$6,000	\$

STEP 3: CHOOSE AN ADDITIONAL CUSTOMIZED ADD-ON

Charging Station	□ \$5,000
Headshot Lounge	□ \$7,000
Hotel Room Key	□ \$7,000
Event App	□ \$7,000
WiFi	□ \$10,000
Networking / Coffee Break	□ \$5,000
Welcome Reception Sponsor	□ \$10,000
Tuesday Reception Sponsor	□ \$10,000
Glass Clings	□ \$2,000
Column Wrap in Expo Hall	□ \$5,000
Anti-Fraud Expo Bingo	□ \$1,000
ATC Dedicated Email Blast	□ \$1,750
Fraud-Side Chats	□ \$5,000
Other Add-On (listed on pages 6-10)	\$

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 **4:00 PM on Monday, November 6** 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 Wednesday, November 8.**

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 Dallas 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 Dallas do not guarantee or protect the exhibitor sagainst 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 6, 2023 will receive a 50% refund of payments. Refunds will not be provided on or after October 7, 2023. Any space not claimed or occupied before 6:00 pm on 4:00 PM on Monday, November 6, 2023 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