

ABOUT NHCAA & THE ANTI-FRAUD EXPO

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The National Health Care Anti-Fraud Association is the leading national organization focused exclusively on the fight against health care fraud and abuse.

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. In 2020, NHCAA transitioned to a virtual conference and hosted over 1800 anti-fraud professionals in business, industry and law enforcement.

In 2021, the NHCAA Anti-Fraud Expo will be held virtually and in conjunction with the NHCAA Annual Training Conference (ATC). Leading companies in the health care anti-fraud industry can showcase their products and services in new and exciting ways in the virtual environment.

The ATC & Anti-Fraud Expo are one of a kind – virtually bringing together some of the brightest in the industry to share their experience, knowledge and insights on how to solve the challenges of health care fraud. 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.

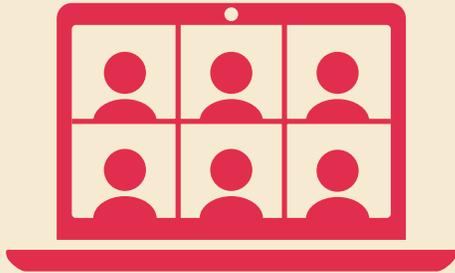
ABOUT NHCAA

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 100 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

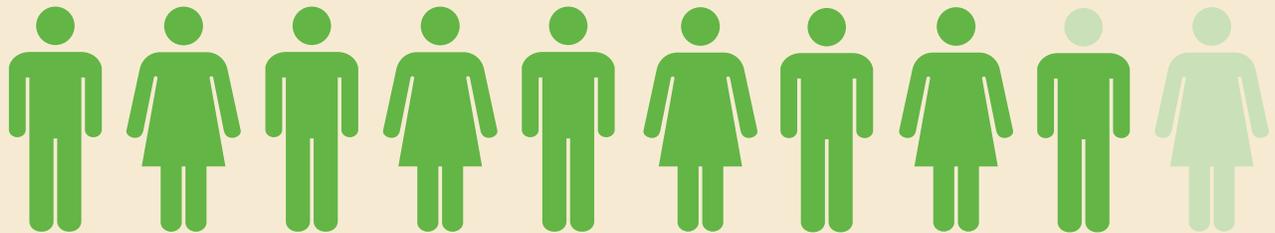
(Results from Virtual Event in 2020)



Over 1,800 Total Attendees. Our largest conference

120+

Over 120 faculty from across the health care anti-fraud industry presented



87% of attendees will data mine for potential fraud using information learned in one of the sessions

5800+

Over 5800 booth visits and leads from 2020 Virtual ATC



Representatives from the Medicaid Fraud Control Units in 19 states and territories attended the 2020



Nearly 50% of attendees are from the government sector including, federal and state law enforcement

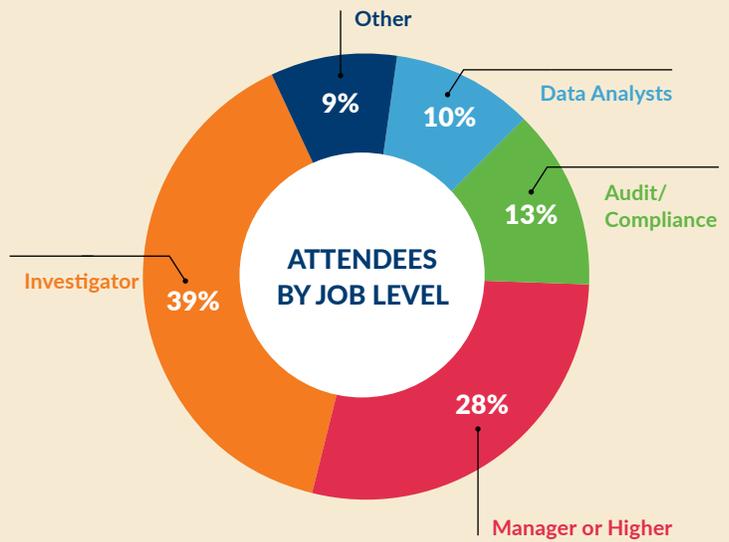
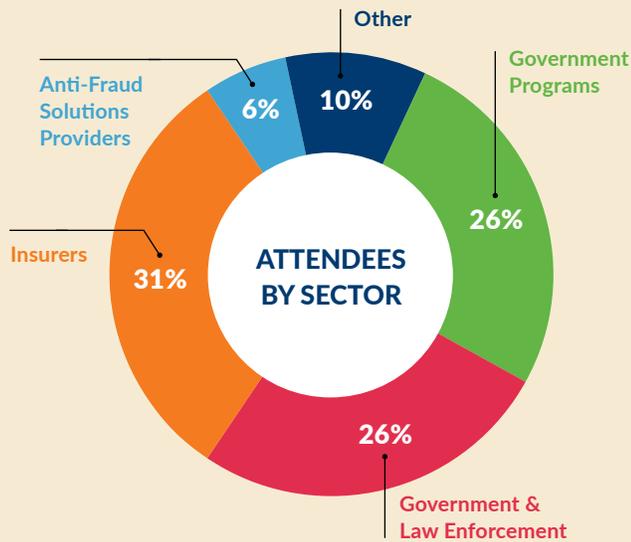


Representatives from 49 states plus the District of Columbia and Puerto Rico were in attendance

53%

53% of attendees have 10 or more years of professional experience

2020 ATC ATTENDEE PROFILE



Past Anti-Fraud Expo Exhibitors

Advent Health Partners
 Alivia Analytics
 America's Health Insurance Plans (AHIP)
 Anomaly
 CMS - Center for Medicare and Medicaid
 CGI
 Change Healthcare
 ClaimLogiq
 ClarisHealth
 Codoxo (formerly known as Fraudscope)
 Context4 Healthcare
 Cotiviti
 Daisy Intelligence
 Deloitte
 Discovery Health Partners
 EXL Health
 FICO
 GlassRatner
 Healthcare Compliance Association

Healthcare Fraud Prevention Partnership (HFPP)
 Healthcare Fraud Shield
 HHS/OIG
 HMS
 IBM Watson Health
 Intara Talent Solutions, LLC
 Integrity Management Services, Inc.
 i-sight
 iSpace
 Lamont, Hanley & Associates, Inc.
 LexisNexis Health Care
 Mastercard
 MultiPlan
 Myers and Stauffer
 National Medical Reviews, Inc.
 NovoDynamics
 Optum
 Penstock

Performant
 Pipl
 Pondera Solutions
 Qlarant
 RembrandtAI
 SAS
 ScanWriter
 Sharecare (formerly WhitehatAI)
 Shift Technology
 SmartBrief
 Thomson Reuters
 TransUnion
 UIC Center for Research in Information Management
 Varis
 Verisys
 Viveka Health
 Whooster
 Zelis Healthcare

EXPO HALL PRESENCE

ATC Schedule *(*subject to change; all times listed in Eastern Standard Time)*

TUESDAY 11/16	WEDNESDAY 11/17	THURSDAY 11/18	FRIDAY 11/19
11:00 AM - 4:00 PM Welcome from ATC General Session Concurrent Sessions Daily Wrap Up	11:00 AM - 4:00 PM Welcome from ATC General Session Concurrent Sessions Daily Wrap Up	11:00 AM - 4:00 PM Welcome from ATC General Session Concurrent Sessions Daily Wrap Up	11:00 AM - 3:00 PM Welcome from ATC Concurrent Sessions Final Wrap Up
Expo Hall Hours: 1:00 PM - 3:00 PM <i>*Times subject to change</i>			(No dedicated Expo Hall hours.)

Your Booth Space

MEMBERS

\$2,995

NON-MEMBERS

\$3,995

COMPLIMENTARY REGISTRATION

1

COMPLIMENTARY BOOTH STAFF

2

Expo Booth Package *(included in all packages)*

Logo, company description, and contact information on the Conference Website
Use of the 2021 ATC logo/branding in agreed upon promotion of ATC participation
Link to Video/Demo/Commercial
Product Listing
Links to Case Studies/Articles/PDFs/Blogs/White Papers
Ability to chat with booth staff directly
Interactive polls and files
Real time booth analytics for lead generation
Attendee list (name, title and company) 10 days in advance of conference

EXPO HALL PRESENCE

Upgrade your booth package

		Silver ★ \$800	Gold ★ \$2,500	Diamond ♦ \$4,000
Logo included on the ATC website	\$500 Value	•	•	•
Additional inclusion on General Session Slideshow (Deadline to be included is Oct. 1)	\$500 Value	•	•	•
Logo on onsite signage	\$500 Value	•	•	•
One-page literature piece to be posted online and distributed in conference emails and promotion.	\$1,000 Value		•	•
Complimentary participation in Expo traffic builder contest (Deadline to be included is Nov. 1)	\$1,000 Value		•	•
Inclusion in a marketing email sent to ATC registrants, highlighting approved content of your choice (Deadline to be included is Nov. 1)	\$1,000 Value			•
One-time use of our post-ATC mailing list	\$1,500 Value			•
One additional complimentary full-conference registration	\$595 Value			•
Two complimentary booth staff registrations (access to Anti-Fraud Expo Hall only)	\$200 Value			•
		\$1,500 VALUE	\$3,500 VALUE	\$6,795 VALUE

CUSTOMIZE YOUR EXPERIENCE

2021 ATC & Anti-Fraud Expo Add-Ons

▶ Maximize your visibility at the 2021 Anti-Fraud Expo by taking advantage of these a la carte enhancements.



Virtual Platform Sponsor / \$10,000 (exclusive – 1 available) \$5,000 (co-sponsor – 3 available)

SOLD!

Showcase your company as the leading partner for ATC. Platform sponsor's logos will be included in all event promotion, signage recognition, and recognition in all tutorial videos/emails in advance of event. Platform sponsors will receive specific recognition in ATC welcome session.



Concurrent Speaking Opportunity / \$7,500

SOLD!

Showcase your company as the expert! Host an educational session within the official conference program. Session topic and speakers determined by you and will be integrated into the concurrent program schedule. Session sponsors will receive session attendee information and video recording link post-conference.



Knowledge Network / \$4,500 (8 available)

Host an exclusive opportunity to interact and exchange ideas with invited peers. This is a small group zoom meeting of no more than 20 people. Perfect for a focus group or round-table discussion. Host will receive attendee list to send targeted invitations, and only confirmed individuals will be able to access the session on the platform.



Educational Track Sponsor / \$4000 (5 tracks available)

Position your company as a track expert. Educational track sponsors receive signage recognition in advance of every session within sponsored track. Sponsors will be included in the online agenda and on conference website. NHCAA will send dedicated marketing email to promote track and track sponsor. (Deadline to be included is Oct. 9)

CUSTOMIZE YOUR EXPERIENCE

2021 ATC & Anti-Fraud Expo Add-Ons



Ask the Expert Session / \$3,000 - 6 available

Ask the Expert sessions will be 15 minute pre-recorded sessions. This opportunity allows you to showcase your thought leadership or latest fraud solutions and products. Companies will receive attendee information and session recording link post-conference.



Happy Hour / \$2,000

Host your very own Happy Hour. Just like an in-person event, everyone loves a good reception. Have your "virtual happy hour" as part of the agenda so that people can visit, share a drink, and network with you. Happy Hour sponsors will receive a list of attendees pre-conference so they can send out their own invitations. NHCAA will promote happy hour and sponsor in pre-conference messaging.



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

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.

SOLD!



One-time Use of Attendee Mailing List / \$1,500

A one-time use of the attendee list including names, titles and company only, and is provided three (3) weeks before the conference.

CUSTOMIZE YOUR EXPERIENCE

2021 ATC & Anti-Fraud Expo Add-Ons



Virtual Break Sponsor / \$1,000 - \$1,500

Everyone needs a break from learning. From wellness and yoga to magicians or DJs, breaks between sessions are opportunities to increase your visibility. Have other ideas? NHCAA will work with you. Opportunities range from \$1,000 - \$1,500. (Deadline to be included is Oct. 9)



One-page Literature to be included in Attendee Portal / \$1,000

Deliver your message when attendees register. Design a one-page flyer to be posted online and distributed in conference emails and promotion .



Anti-Fraud Expo Bingo / \$1,000

Drive attendees to your booth by participating in the Anti-Fraud Expo Bingo. Companies will be displayed on a bingo card where attendees will visit your booth to fill out their bingo card. Capitalize on the attendee participation and gather booth leads efficiently.



Rotating Banner Ads / \$750

Enhance your online presence with an additional banner ad throughout the event. Banner ads will be seen throughout the platform and linked to website of your choice. Your company's ads will rotate throughout the event - including post-event on-demand.

 **HAVE OTHER BRANDING IDEAS?** Email Bridgid Myers at bmyers@nhcaa.org to discuss!

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 OR BMYPERS@NHCAA.ORG.

Questions? Contact Bridgid Myers at bmyers@nhcaa.org

EXHIBITOR APPLICATION

STEP 1: SELECT YOUR BOOTH SPACE

	10'x10' Booth	TOTALS
Members	<input type="checkbox"/> \$2,995	
Non-Members	<input type="checkbox"/> \$3,995	\$ _____

STEP 2: OPTIONAL UPGRADED BOOTH PACKAGE *(Package details can be found on page 5)*

Silver Sponsor Booth Package	<input type="checkbox"/> \$800	
Gold Sponsor Booth Package	<input type="checkbox"/> \$2,500	
Diamond Sponsor Booth Package	<input type="checkbox"/> \$4,000	\$ _____

STEP 3: CHOOSE AN ADDITIONAL CUSTOMIZED ADD-ON

Anti-Fraud Expo Bingo	<input type="checkbox"/> \$1,000	
Dedicated Email Blast	<input type="checkbox"/> \$1,750	
One-Time Use Attendee List	<input type="checkbox"/> \$1,500	
Rotating Banner Ad	<input type="checkbox"/> \$750	
Other Add-On (listed on pages 6-7)	\$	\$ _____

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

EXHIBITOR BOOTH PACKAGE PAYMENT

Check (Enclosed) Credit Card: Amex Discover MC Visa Purchase Order: _____

Credit Card Account # _____ Exp _____

Cardholder Name (Print) _____ Security Code _____

Organization _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____ Date _____

 I have read, acknowledge, and agree to the Exhibitor Regulations (pgs 11-12).

Initial _____ Date _____

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. The rules and regulations contained herein are part of all virtual exhibit stand contracts. The NHCAA reserves the right to enforce these rules and regulations, as well as to make final decision on all points covered or not covered in these rules and regulations. The NHCAA shall have full authority to interpret or amend these rules, and its decision is final.

EXHIBITION OBJECTIVES

The Anti-Fraud Expo is a practical, professional program held in conjunction 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.

SHOW MANAGEMENT

National Health Care
Anti-Fraud Association
1220 L Street, NW Suite 600
Washington, DC 20005
www.nhcaa.org

AMENDMENTS

All exhibit matters, and questions not covered in the prospectus, and/or the exhibit contract are subject to the decision of Show Management. These rules and regulations may be amended or changed at any time by the NHCAA, and all amendments and changes will be binding on all parties.

BOOTH ASSIGNMENT

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 space.

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 Space

BOOTH EQUIPMENT AND SERVICES

The Exhibitor will have the opportunity to design their virtual exhibit space following the brand guidelines and template provided via the virtual platform.

EXHIBITOR PERSONNEL

At least one authorized representative must be at the display during all official hours of the Anti-Fraud Expo. Exhibits must remain staffed at all times during scheduled exhibition hours. All exhibitor activities must be confined to the limits of the Exhibitor's allocated exhibit space and chat room and must not interfere with the activity of other exhibitors. No exhibitor shall sublet, assign or share any part of their allocated space.

RECORDING POLICY

By exhibiting in the Anti-Fraud Virtual Expo, you agree to NHCAA's recording policy. The NHCAA strictly prohibits the recording (photographic, screen capture, audio and/or video), copying or downloading of sessions, presentations, or other exhibit booths.

ADVERTISING

The NHCAA does not endorse or promote any products or services related to an exhibit, and exhibitors cannot suggest otherwise.

CONFIDENTIALITY

NHCAA and Exhibitor, on behalf of themselves and their respective agents and employees, agree not to use or disclose, at any time, any confidential information of the other party or its affiliated groups, unless expressly authorized in writing and/or required by law. Both parties acknowledge that the obligations undertaken in this Section will survive the termination or expiration of this Agreement.

LEGAL LIABILITY

Exhibitors expressly assume all risk associated with or arising in connection

EXHIBITOR REGULATIONS

with the Virtual Exhibitor's participation, including all risks of theft, loss, harm, or injury to a person, property, business, profits of the virtual exhibitor or its agents, representatives, employees, contractors, and/or any other person under its direction, whether caused by negligence, intentional act, accident, Act of God, or otherwise. Exhibitors agree to indemnify and hold harmless the National Health Care Anti-Fraud Association and its members, officer, directors, or employees against all risks, damages, and liability whatsoever arising from any or all damages described in this paragraph.

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 Bridgid Myers at bmyers@nhcaa.org

PAYMENT

An exhibitor will not be considered fully registered until the application form is signed and 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.

EXHIBIT BOOTH CANCELLATION

Exhibit booth space cancelled on or before **October 7, 2021** will receive a 50% refund of payments. Refunds will not be provided **after October 7, 2021**. An exhibiting company will be considered a no-show if its virtual booth space is not prepared for the virtual viewing by 12:00 pm EST on November 16, 2021. The exhibitor shall be deemed to have cancelled their Exhibit Space Application/Contract for the 2021 Virtual Meeting and will forfeit their space. The virtual exhibit space may be assigned to another exhibitor or used by Show Management. The NHCAA will not provide a refund to the exhibitor.

Any sponsorship or part of a sponsorship package cancelled on or before October 7, 2021 will receive a 50% refund of payments. Refunds will not be provided after October 7, 2021. Any sponsorship item that requires production to be started before October 7, 2021, will not be refunded once the production has been started.

SHOW CANCELLATION

It is mutually agreed that in the event that the NHCAA 2021 Virtual ATC is cancelled in whole or in part, or its scheduled opening is cancelled or delayed, due to fire, explosion, strike, freight embargo, act of God, act of public enemy, act of war, war, act of terrorism, civil disturbance, act of any government, de jure or de facto, or other government declaration or

Payment

An exhibitor will not be considered fully registered until the application form is signed and 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.

regulation, epidemic or other event over which the NHCAA has no control, then the exhibitor contract may be immediately amended by the NHCAA, and exhibitor hereby waives any and all claims against the NHCAA for damages, reimbursement, refund, or compensation. The NHCAA shall not be financially liable in the event the show is interrupted, cancelled, moved, or rescheduled.

FAILURE TO COMPLY

Failure to comply with these regulations may be subject to any or all of the following remedies at the sole discretion of the NHCAA:

- The exhibit is deactivated and eliminated from the virtual trade show floor until the situation is remedied,
- The exhibit is deactivated and removed for the remainder of the show,
- Exclusion from exhibiting at future (in person or virtual) NHCAA meetings.



FOR MORE INFORMATION Please contact Bridgid Myers, *Manager, Sponsorship and Exhibits*, bmyers@nhcaa.org