



CDIA
CLINICAL DOCUMENTATION
INDUSTRY ASSOCIATION

Grand Slam

ANNUAL CONFERENCE

CDIA: SWINGING FOR THE FENCES AND THE FUTURE
BALTIMORE MD - APRIL 18-21, 2012

EXHIBITOR PROSPECTUS

CDIA & ATTENDEE PROFILE

Your VIP Ticket to the ONLY industry event dedicated to clinical documentation service owners and high powered decision makers... there's nothing like CDIA's Annual Convention!

ABOUT CDIA

The Clinical Documentation Industry Association (CDIA) is the world's only trade association representing the management and delivery of clinical documentation services. CDIA develops best practices around clinical data capture and advocates for documentation solutions that integrate narrative capture, support risk management, and deliver accurate, comprehensive health data to the US healthcare system.



WHO ATTENDS?

Over 250 outsourced clinical documentation service owners and executives with tremendous purchasing power and who collectively employ/represent over 60,000 clinical documentation specialists.

WHY EXHIBIT?

Here are 5 reasons...

1. Establish long-term relationships with buyers of clinical documentation services and technology.
2. Network with other service owners who understand the business, technology, and workforce development issues of digital record production.
3. Develop strategic alliances with MTSOs that have the technical expertise, workforce, and long-term experience to successfully implement healthcare documentation technologies.
4. Meet potential channel partners at CDIA.
5. Connect with like-minded business owners and executives, cultivate new B2B relationships, and learn approaches to grow your business and position it for future opportunities.

WHERE

Hilton Baltimore
401 West Pratt Street
Baltimore, MD 21201
Phone: 443-573-8700

EXHIBIT HOURS

Confirmed Exhibit Hours Coming Soon!

SPONSORSHIP OPPORTUNITIES CDIA 2012

Swing For The Fences and Knock it Out of The Park at CDIA...Invest in a Sponsor Package!

CHAMPION/MVP PACKAGE

\$25,000 each

(\$22,500 if booked by 4/15)

Your Choice of:

- Chairman's Welcome Reception
- Thursday Evening Cocktail Reception
- Closing Reception
- Tote Bags

Also includes:

- 10 X 20 premium Home Base in Exhibit Hall
- Lighted company logo on wall of sponsored event
- 2 Full Conference Registrations
- Full Page Premium Placement in Convention Program Book
- Sponsor signage throughout Convention
- "Round the Bases" Treasure Hunt in Exhibit Hall
- Logo and link on CDIA's Convention Website
- Logo and Sponsor recognition in Convention Program Book
- Exposure as a Champion/MVP Sponsor throughout the year in all conference related e-blasts

ALL STAR PACKAGE

\$15,000 each

(\$12,000 if booked by 4/15)

Your Choice of:

- Game Day Power Breakfast in Exhibit Hall
- Game Day Lunch in Exhibit Hall
- Welcome & Opening Keynote Sponsor

Also Includes:

- 10 X 10 premium Home Base in Exhibit Hall
- 1 Full Conference Registration
- 1/2 page color ad in Convention Program Book
- Sponsor signage throughout Convention
- "Round the Bases" Treasure Hunt in Exhibit Hall
- Logo and link on CDIA's Convention Website
- Logo and Sponsor recognition in Convention Program Book
- Exposure as an All Star Sponsor throughout the year in all conference related e-blasts

STARTING LINE UP PACKAGE

\$7,500 each

(\$6,500 if booked by 4/15)

Your Choice of:

- Logo'd baseball cap (sponsor to provide)
- First Timer Reception
- Education Sessions or Workshops (choice of 2 total)

Also Includes:

- 10 X 10 Home Base in Exhibit Hall
- Sponsor signage throughout Convention
- "Round the Bases" Treasure Hunt in Exhibit Hall
- Logo and link on CDIA's Convention Website
- Logo and Sponsor recognition in Convention Program Book
- Exposure as a Starting Line Up Sponsor throughout the year in all conference related e-blasts

A LA CARTE SPONSOR ITEMS

- Tote Bags or Padfolios - **\$15,000**
- Name Badges - **\$10,000**
(create a walking billboard as each attendee wears your name and logo)
- Hotel Key Cards - **\$8,000**
- Note Pads - **\$5,000**
- Convention Pens - **\$5,000**

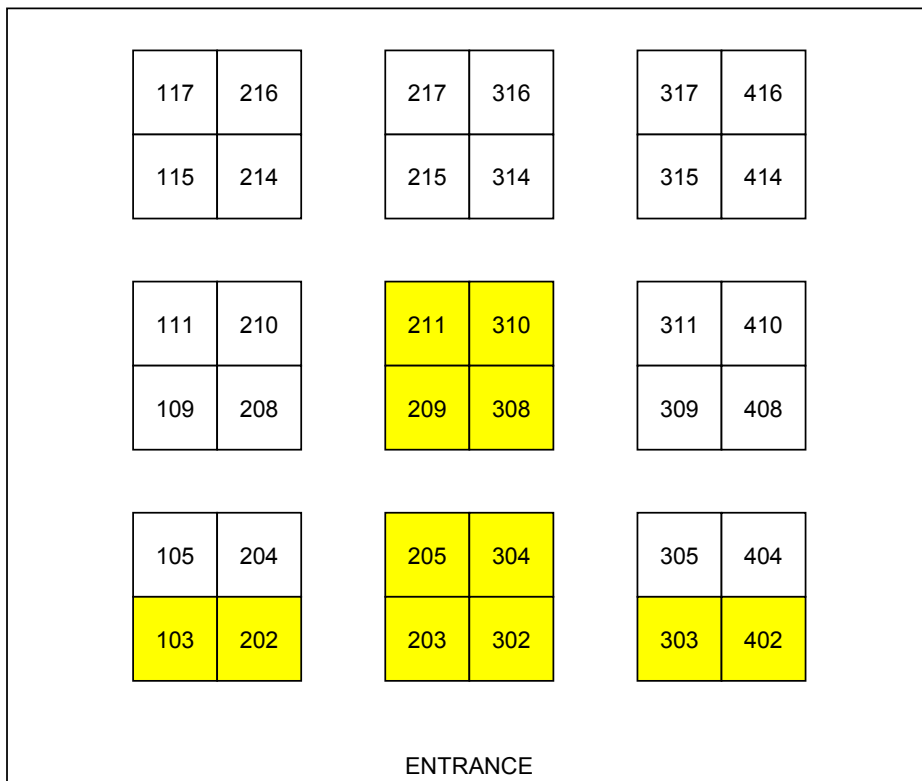
NEW

"Round the Bases" Treasure Hunt - **\$250**
Participate in "Round the Bases" and attendees must visit your booth for a chance to win cash-a lot of it!

Booths include:

- Two folding chairs
- One waste basket
- Four exhibit hall passes for staff that include food events in exhibit hall
- Tickets to evening networking events
- Listing in exhibitor directory on conference website
- Recognition and profile in program book
- \$250 discount on full registrations (up to five discounted registrations allotted per booth)

FLOORPLAN CDIA 2012



Sponsor Booths

Floor Plan Subject to Change



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CDIA: SWINGING FOR THE FENCES AND THE FUTURE
BALTIMORE MD - APRIL 18-21, 2012

CONTRACT & TERMS

2012 CDIA Annual Conference • April 18-21, 2012 • Baltimore, MD



Company Name _____

Company Address _____

City/State/Zip _____

Phone/Fax _____ Web Address _____

Contact Person _____ E-mail Address _____

Alternate Contact Person _____ E-mail Address _____

Sponsor Rates (See page 3 for sponsor items & deliverables- all packages include premium booth placement)

	Early by 4/15/11	Regular after 4/15/11	
<input type="checkbox"/> Champion/MVP Sponsor	\$22,500	\$25,000	\$ _____
<input type="checkbox"/> All Star Sponsor	\$12,000	\$15,000	\$ _____
<input type="checkbox"/> Starting Line Up Sponsor	\$7,500	\$ 6,500	\$ _____
A La Carte/Item Sponsor Selection: _____			Total \$ _____

10X10 Booth Rates: Take 10% off of booth rates below by booking in Charlotte (by 4/15)!

- \$1,500 Gold Member; \$500 for additional booth
 - \$1,750 Silver Member; \$1,000 for additional booth
 - \$2,000 Bronze Member
 - \$2,500 non-member
- Total \$** _____

Booth Preference: 1. _____ 2. _____ 3. _____

Conference Program Book Advertising (for B/W pricing call Lauren)

- Full Page, color \$950
 - 1/2 Page, color \$800
 - 1/4 Page, color \$650
 - Center Spread \$2,500
 - Back Cover \$2,400
 - Inside Front \$2,000
 - Inside Back Cover: \$1,500
- Total \$** _____
Discounts \$ _____
Grand Total \$ _____

Method of Payment (a deposit of 50% of total charges must be made with this agreement, with the balance to be paid by December 15, 2011)

- Invoice my company at the above address. I understand the payment terms.
- Check is enclosed for \$ _____

Credit Card:

- Visa
- Mastercard
- American Express

Name on Card: _____

Card # _____

Exp. Date _____ Security Code _____

Address of Card: _____ (street address) _____ (city/state/zip)

Signature: _____

Print Name/Title: _____

Submit your signed contract with your payment to:

Network Media Partners, Inc.
11350 McCormick Rd, Suite 900
Executive Plaza I
Hunt Valley, MD 21031
Tel: 410-584-1952
Fax: 410-316-9866

Email: lschwencer@networkmediapartners.com

Payable to Network Media Partners, Inc. in US funds only.

✕ _____
Signature _____ **Date** _____

✕ _____
Print Name and Title _____

This agreement is non-cancelable. I hereby acknowledge that I am authorized on behalf of the exhibitor to enter into this agreement. I have read, understand, and agree to the terms, conditions, and procedures on both pages (see fine print) of this agreement.

FAX TO: 410-316-9866

The following rules, regulations, restrictions, and responsibilities govern the exhibits under the auspices of CDIA and are incorporated as part of this exhibit contract. Failure to abide by these rules, regulations, restrictions, and responsibilities may result in damages to CDIA and/or the expulsion of the exhibitor and all related personnel from the exhibit hall without refund.

Exhibitor hereby agrees to abide by terms, rules, and regulations as stated in this exhibit application and contract, as well as such additional rules and regulations as may be implemented by CDIA management, hotel management, convention center management, or exhibit company management.

Liability

Exhibitor assumes entire responsibility for exhibit and exhibit space and hereby agrees to protect, indemnify, defend, and hold harmless CDIA, Hilton Baltimore, CDIA's official exhibit company, and their respective officers, employees, representatives, and agents against all claims, losses, judgments, damages to persons or property, government charges, fines and/or attorney fees arising out of or caused by installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding only such liability caused by the sole negligence of CDIA, Hilton Baltimore, CDIA's official exhibit company, their officers, employees, or agents. Exhibitors who wish to insure against potential liability are responsible for obtaining their own coverage.

The CDIA name (in both its full and abbreviated forms), its trademarked logo, and the 2012 Conference logo are the exclusive property of CDIA and may not be used by exhibitors without CDIA's prior written consent.

Booth Assignment

CDIA reserves the right to modify the published exhibit floor plan to accommodate space sales and to avoid conflicts. Space assignments are made at the discretion of CDIA, with exhibitor preferences given consideration. Booth assignments are processed on a first-come, first-served basis by the date the contract is received. If your space selection has already been assigned, CDIA will allocate the next-best available space. In the event of multiple requests for specific booth space, additional consideration will be given to exhibitors who are CDIA corporate members and/or were sponsors at the past year's meeting, based on the level of sponsorship. Space assignments will be confirmed upon receipt of full payment. If exhibit hall space is sold out, you will be notified by phone, fax, or email and placed on a waiting list. The exhibit contract becomes valid when signed by exhibitor and accompanied by a 50% deposit and when received and accepted by CDIA.

At its sole discretion, CDIA reserves the right to refuse rental of display space to any entity, for any lawful reason. CDIA also reserves the right to reassign spaces if the need arises.

Terms of Payment

A deposit of 50% of the total contract price is required for selecting booth space in Baltimore for agreements entered into before December 15, 2011. Space will not be assigned unless the payment is received. The final balance is due by December 15, 2011. One-hundred percent (100%) of the total contract price is required for agreements entered into after December 15, 2011. Space confirmation is sent only after full payment is received. Booth cancellations prior to December 15, 2011, will still be liable for 50% of the total booth cost. Booth cancellations on or after December 15, 2011, will be liable for the full booth cost, even if the booth is resold. All booth cancellations must be in writing. All sponsorships and program book ads are non-cancelable upon client signature. The terms of this agreement are non-cancelable. Should this agreement be referred to a collection agency/attorney for any reason, the client and/or representing agency is responsible to pay a 25% attorney fee, interest, and costs associated with any collection efforts. Failure to supply advertising materials by deadline result in forfeiture of ad space without refund.

Exhibitor Use of Space

You may not assign, sublet, or apportion the whole or any part of your allotted space. In addition, you may not advertise or display products or services other than those manufactured or sold in your regular business.

Designated and fully registered exhibitors shall be permitted into the exhibit area by badge only. Badges must be worn at all times in the meeting and exhibit areas; badge swapping among personnel is strictly prohibited and may result in expulsion of the exhibitor and all related personnel from the exhibit hall (without refund). Suppliers that do not have booths may not sell on the floor. CDIA shall have sole control over all admission policies at all times.

The exhibitor shall provide staffing of exhibit space throughout the exhibit dates and hours, at no time during those dates and hours permitting the exhibit space to be unattended. Exhibit space is expected to be kept neat and in good order. Special cleaning services are available for a fee through CDIA's official exhibit company.

Security, Installation, & Dismantling of Exhibit

Professional security service shall be provided beginning with the move-in on Wednesday, April 18, 2012, and continuing until the hall is dismantled on Friday, April 20, 2012. However, the Association, Hilton Baltimore, the exhibit company, and their respective officers, employees, and agents are not responsible for any loss or damage to exhibitor property.

Exhibitor Service Kit

CDIA's official exhibit company will begin sending Exhibitor Service Kits to exhibiting companies approximately 60 days prior to the event. It will include order forms for ancillary services at the exhibit. CDIA's official exhibit company is the only authorized company for exhibit services. The exhibit company, and not CDIA, shall be solely responsible for the quality of all exhibit services.

All exhibit materials must be shipped to the drayage company designated by the exhibit company. Any exhibits shipped directly to the exhibit company, the hotel, or the Association will be refused. The exhibitor agrees to ship at his or her risk and expense all articles to be exhibited.

This exhibit contract does not include the following services: insurance; drayage; booth carpeting; decoration; cleaning service; guard service; or labor, such as carpenters, electricians, and drapery persons. These may be ordered from the exhibit company.

General Policies

Exhibits will be confined to the specific limitations of their respective contracted space(s). No interference with normal traffic flow or infringement on neighboring exhibits is permitted. All materials and equipment must conform to applicable local building, electrical, fire, and related safety regulations.

- No liquor may be served from the exhibit booths.
- Public address, sound producing, or amplifying devices that project sound beyond the exhibitor's space are prohibited.
- Exhibitors playing or having music performed must provide evidence of ASCAP and/or BMI licensure for same. At its sole discretion, CDIA may request that sound projection from a booth be diminished or ceased.
- Exhibitors with hospitality suites must arrange their schedules so they will not conflict with the Association's education program or major social events. (For program information, contact the CDIA office.)
- The use of the exhibit hall to demonstrate products, solicit orders, or distribute advertising matter is limited to individuals, business firms, manufacturers, and dealers who have contracted and paid for space assignments; and such demonstration, solicitation, and distribution is limited to the goods and/or services promoted by such individuals, business firms, manufacturers, and dealers, and no others. No other 2012 CDIA Conference space may be used for these purposes, and no other persons or concerns will be permitted to demonstrate their products, solicit orders, or distribute advertising matter at the exhibit hall. Any violation of this rule will be followed by prompt ejection from the exhibit hall/convention space of the offending exhibitor(s) and/or person(s) without refund of any amounts paid or owed under this agreement. The exhibitor waives any rights and/or claims for damages against CDIA arising out of enforcement of this paragraph.
- All matters, questions, and/or disputes not covered by this agreement will be resolved by CDIA at its sole discretion. These regulations may be amended at any time by CDIA, and all such amendments shall be binding on all parties affected by them to the same extent as the original regulations. In the event of any amendments or additions to these regulations, advance written notice will be given by the Association to such exhibitors or advertisers as may be affected.
- CDIA reserves the right to expel from the space, without refund, any exhibitor for disorderly, unsafe, or disruptive conduct, or for failing to abide by CDIA's or the hotel's regulations.

Attendee List Rental

2012 CDIA Conference attendee list rental requests must be accompanied by a sample of any and all materials to be mailed and full payment. List rental is for exhibitor's own one-time use exclusively for CDIA's 2012 Conference promotion and/or follow-up, and reproduction, reuse, or redisclosure to others of the CDIA list in any form, for any purpose, is prohibited. CDIA reserves the right to reject any request for list rental and to change the rates and terms herein at any time. Please note: the CDIA attendee list **will not** be sent to exhibitors directly. All mailings must go through a third party mail house.

Exhibitor agrees (by signature on the Exhibit Application Form) to abide by the terms of list rental. The preconference attendee list will be available within a few days prior to the preconference registration deadline. List may not include exhibitor registrants.

Program Book Advertising Acceptance

CDIA reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged and accepted if for any reason it becomes necessary to omit the ad. Acceptance of an ad does not mean endorsement by CDIA of the products and/or services advertised, the advertising parties, or the claims made in said ad. The advertising party accepts full and sole responsibility for the accuracy and truthfulness of statements made in their advertisement. All monies received will be refunded if your ad is declined by CDIA. CDIA reserves the right to refuse any advertising that does not meet our minimum requirements.

CDIA Representative

Lauren Schwencer, Network Media Partners, Inc.
11350 McCormick Rd, Suite 900
Executive Plaza I
Hunt Valley, MD 21031
Tel: 410-584-1952
Fax: 410-316-9866
Email: lschwencer@networkmediapartners.com