



13TH ANNUAL CONFERENCE

MAY 5-8 • THE MIRAGE HOTEL AND CASINO • LAS VEGAS

EXHIBITOR PROSPECTUS

For more information on exhibiting, advertising,
and sponsorship opportunities, please contact:

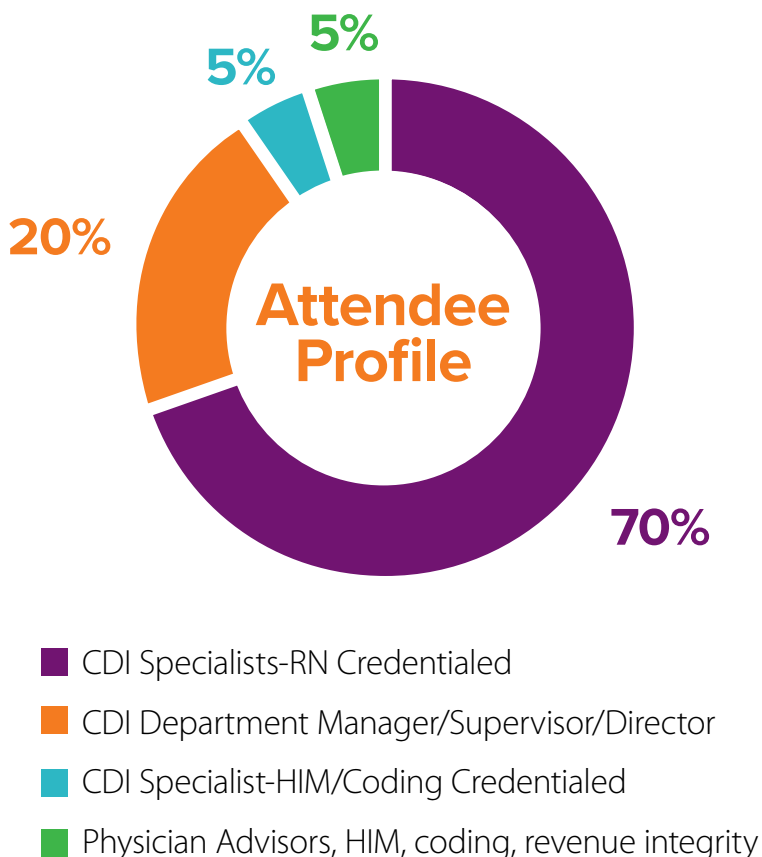
Carrie Dry at **630-235-2745** or email **CDry@hcpro.com**

www.acdis.org

RESERVE YOUR SPACE TODAY!

Welcome to the 13th Annual ACDIS Conference!

As the premier event for clinical documentation improvement professionals, we are pleased to offer you a wide range of opportunities to reach our engaged attendees. In 2020, we anticipate **over 1,800 attendees** joining us in Las Vegas!



This one-of-a-kind conference reaches clinical documentation improvement professionals and others, including:

- Clinical Documentation Improvement (CDI) Specialists
- CDI Managers/Directors
- Coding Compliance Directors/Managers
- HIM Directors
- Coding Compliance Specialists
- DRG Coordinators
- Inpatient Coders
- Coding Managers/Supervisors
- Case Management Directors/Managers
- Revenue Cycle Directors
- Physician Advisors to CDI



The Association of Clinical Documentation Improvement Specialists (ACDIS) is a community in which clinical documentation improvement (CDI) professionals share the latest tips, tools, and strategies to implement successful CDI programs and achieve professional growth. Its mission is to bring CDI specialists together. The ACDIS annual conference focuses on problem documentation areas with disease-specific educational sessions. Expert faculty will identify compliance risk areas, provide strategies for writing effective queries, present case studies, show how to demonstrate the ROI of a CDI program to upper management, and much more.

For more information on becoming a member, please visit us at www.acdis.org.

2020 ANNUAL CONFERENCE

SPONSORSHIP AND MEDIA OPPORTUNITIES

LEAD SPONSORSHIPS

Title Sponsor

- 20x20 booth
- Official ACDIS lanyard with company logo
- One 3ft x 7ft meter board sign with company logo and image of your choice
- Premier top placement of logo on Exhibit Hall Entrance Banner sign
- Logo on the cover of the Conference Program Guide
- Two-page spread ad in Conference Program Guide
- Collateral insert in conference bag. Limited to no larger than 8.5"x11" sheet of paper
- Logo on napkin for lunch day one
- Acknowledgement, description, and logo in Conference Program Guide
- Acknowledgment in ACDIS conference marketing
- Conference App: One (1) Promoted Post for half day
- Online ad on ACDIS.org one month prior to and during conference
- Company logo and link on ACDIS conference web page with designation of sponsorship level
- One-time use of attendee list for pre-conference direct mail purposes
- One-time use of attendee list for post-conference direct mail purposes
- Two full conference passes
- Eight exhibit hall passes

Rate: \$32,000

Diamond Sponsor

- 20x20 booth
- Full-page ad in Conference Program Guide
- Collateral insert in conference bag
- Acknowledgment, description, and logo in Conference Program Guide
- Company logo and link on ACDIS conference web page with designation of sponsorship level
- Logo on napkin for one break
- Conference App: One (1) Push Notification
- Online ad medium rectangle in CDI Strategies enewsletter
- One-time use of attendee list for pre-conference direct mail purposes
- One-time use of attendee list for post-conference direct mail purposes
- Two full conference passes
- Five exhibit hall passes

Rate: \$22,500

Platinum Sponsor

- 10x20 booth
- Full-page ad in Conference Program Guide
- Acknowledgment, description, and logo in Conference Program Guide
- Company logo and link on ACDIS conference web page with designation of sponsorship level
- Online ad medium rectangle in CDI Strategies enewsletter
- One-time use of attendee list for pre-conference direct mail purposes
- One full conference pass
- Five exhibit hall passes

Rate: \$12,000

A 20x20 booth option is available as a Platinum Sponsor for the rate of \$15,900

EXHIBITS

BOOTH OPTIONS

Booth space:

- 10x10 booth
10x10 booth exhibitors receive two exhibit hall badges in total

Rate: \$3,900

- 10x20 booth
10x20 booth exhibitors receive three exhibit hall badges in total

Rate: \$5,100

- 20x20 booth
20x20 booth exhibitors receive four exhibit hall badges in total

Rate: \$9,000

- 20x40 booth
20x40 booth exhibitors receive eight exhibit hall badges in total

Rate: \$12,700

Each 10x10 booth space comes with:

- One 6ft draped table, two chairs, wastebasket, and a company ID sign
- Company description listing in Conference Program Guide
- Company name listed on ACDIS conference Web page
- Exhibit hall passes
- Discount for additional exhibit hall passes
- Discount towards purchasing full conference passes
- Includes lead retrieval system

BOOTH ADD-ONS

Lead Generation Trial Package:

- Add to any booth size or sponsorship, the new “The ACDIS Podcast...Talking CDI”
- Branding for one show and 75 leads:
- Additional leads available on CPL basis. Logo on promotional emails and Sponsor is mentioned on the show.

Rate: \$2,500

Pre-show Marketing Package:

- This package includes an ad in the ACDIS Show Daily e-newsletter and the direct mail list which is sent out to you 4 weeks prior to the show (includes name, organization, address but does NOT include email or phone). Available on first come, first serve basis since spots are limited

Rate: \$2,000

Show Daily CDI Strategies e-newsletter

- Sent out to our 18,000 subscribers plus ACDIS attendees,
- Show Daily newsletters (Medium Rectangle, 300x250)

Rate: \$800

- Show Daily newsletters (Leaderboard 728x90)

Rate: \$1,000

- **Exclusive:** Be Exclusive Sponsor of 3 Show Dailies

Rate: \$4,000

Exclusive Social Media sponsorship

- 1 advance tweet; 1 tweet per day onsite
- 1 advance post; 1 post onsite Twitter and LinkedIn each

Rate: \$4,000

Conference App Menu Post

- Company in App Menu for one entire day

Rate: \$3,500

Conference App Promoted Post

- Message seen at top of users' activity feed for half day

Rate: \$2,000

Conference App Push Notification

- One push notification in app

Rate: \$2,500

Media Package

- One online ad in Show Daily e-newsletter
- One contributed article (native content) in Show Daily e-newsletter
- One push notification in app
- One full-page ad in Program Guide

Rate: \$4,000

Direct Mail list

- Receive the street address of attendees one month prior to the conference (this does not include emails or phones)

Rate: \$1,500

Program Guide sponsor

- Includes logo on each Editorial page in Program Guide (not on ads or in Exhibitor Directory section) and Full page ad on back cover of publication

Rate: \$3,500

Full-page ad in Program Guide

Rate: \$1,000

Scavenger Hunt Social Media Trivia Sponsor

- Scavenger Hunt is promoted thru social media, ACDIS E-newsletter, the three weeks leading up to Conference
- Sponsor company name and logo (where possible) promoted on these announcements
- One full-page ad in Program Guide

Rate: \$4,000

ADDITIONAL SPONSORSHIPS

Exclusive Registration Sponsor

- Signage with company logo at registration area including kick plates at registration desk with your logo.
 - Full-page ad in exhibitor Conference Program Guide
 - Acknowledgment, description and logo in Conference Program Guide
 - Company logo and link on ACDIS conference web page
- Rate: \$4,500**



Welcome Reception Sponsor

- Two minutes to address the audience
 - Signage with company logo in reception area
 - Full-page ad in exhibitor Conference Program Guide
 - Acknowledgment, description, and logo in Conference Program Guide
 - Acknowledgment in conference agenda
 - Company logo and link on ACDIS conference web page
- Rate: Call for rate**

Custom Signage options at convention center

- Window, Door and Escalator Clings, Large Banners, etc.
- Rate: Call for details**

Conference Bag

Rate: \$15,000

Reusable Water Bottle

Rate: \$14,000

Conference Notepad

Rate: \$10,500

Hotel Key Cards

Rate: \$10,500

Conference Collateral

- Provide collateral in conference bag. Restrictions apply

Rate: \$1,200

*Rate for one page document no larger than 8.5" x 11". Additional fees for larger collateral.

Custom Receptions, Breakfasts and Roundtables

Rate: Call for rate

Photo Booth Sponsorship

Rate: \$11,500

Pre-conference Boot Camp Sponsor

Rate: Call for rate

2020 ACDIS CHARGING FURNITURE/LOUNGE OPTION



Charging Sombrero

- Location/description: Will fit in 10x10 booth space. Four charging tables around seating. Branding opportunities on tabletops. Additional branding signage in booth for additional cost.

Quantity available: 1

Cost: \$4,000



LOCATION INFORMATION

The Mirage
Las Vegas, NV

You might also consider . . .



AUSTIN, TX
HYATT REGENCY AUSTIN

CDI LEADERSHIP EXCHANGE

November 12–13, 2019

and co-located

ACDIS SYMPOSIUM: OUTPATIENT CDI

November 14–15, 2019

and . . .

Webinars to our ACDIS subscribers

Lead generation options including: “The ACDIS Podcast: Talking CDI”, Content Asset Postings, Whiteboard Videos and more!

Dedicated marketing programs and other year-round opportunities to reach CDI professionals

Contact Carrie Dry at **630-235-2745**
or **cdry@hcpro.com**

