



AMERICAN ASSOCIATION OF
MEDICAL AUDIT SPECIALISTS

A SURE BET

Clinical ■ Coding ■ Compliance
Your Conference Trifecta!

29th Annual Conference
April 19–21, 2023
The Brown Hotel
Louisville, KY

2023 Sponsor & Exhibitor Prospectus

Welcome & Conference Overview

[The American Association of Medical Audit Specialists](#) (AAMAS) is hosting its 29th Annual Conference, returning onsite in Louisville, Kentucky April 19-21, 2023. This year's theme: *Clinical, Coding, Compliance*, is sure to be your conference trifecta and will expand your personal and professional knowledge. Our attendees gather to learn, innovate, and network, meeting face-to-face with professional certified medical auditors for recruitment opportunities and to showcase their products and services. This meeting will bring together professionals with different view points who already subscribe to the philosophy of quality audit work.

AAMAS is a nationally-recognized organization that is dedicated to advancing the practice of medical auditing through research, professionalism, and ongoing education. Members consist of healthcare professionals (nurses, case managers, coders, pharmacists, physicians, medical record professionals, compliance offers and consultants) representing both payers and providers focused on healthcare reimbursement issues. AAMAS conferences showcase the future of healthcare with knowledgeable speakers, engaging content, and informational presentations.

Consider attending this meeting for meaningful interactions and the sharing of ideas. We want to tap into that energy throughout the development of the conference to increase your visibility as an educational supporter in the industry.

We look forward to an engaging and meaningful conference experience and can't wait to see you in Louisville, so don't miss this opportunity to participate in another successful AAMAS event. To join as an exhibitor or sponsor, please review this Prospectus.

For more information on this year's conference [click here](#).

Sincerely yours,

Alex McKindles

Alex McKindles
Exhibit and Sponsorship Manager

Table of Contents

Welcome & Conference Overview	1
Hotel & Travel Information.....	2
Exhibitor Information	3
Sponsorship Opportunities.....	4
Conference Contract	6

Hotel & Travel Information

Louisville's landmark hotel, an iconic destination inextricably woven into the fabric of the city, The Brown Hotel, is opulent, yet approachable – like a fine Kentucky bourbon that never overwhelms you with its history, but instead, entertains you with a lifetime of colorful stories.

Behind its striking georgian-revival façade is a blend of old world elegance and modern-day comfort, a place where generations of Louisville's finest have celebrated weddings and anniversaries, and corporate meeting planners have discovered unerring style and sophistication. Now nearing its centennial, The Brown Hotel reflects the rich heritage and southern gentility that have made Louisville a hot spot for bluegrass enthusiasts, bourbon drinkers, equestrians and derby day revelers.

The Brown Hotel
335 West Broadway
Louisville, Kentucky 40202

Reserve Today

The special conference rate of \$162 per night will be received after referencing the AAMAS room block when calling the Hotel directly at 502-583-1234 or Central Reservations at 1-888-888-5252. This rate can be applied to single/double/quad occupancy. Reservations must be received on or before **March 17, 2023** or before the room block is sold out.

[Click Here to Book Your Reservation](#)

Travel

The Hotel is about a ten minute drive to and from Louisville International Airport . Uber and Lyft are relatively available as ride share options.

Parking

An indoor parking garage is located adjacent to the Hotel. The current charge for self-parking is \$25.00 per day for Hotel guests. Valet parking is available for Hotel guests at a charge of \$30.00 per day. Parking charges are subject to change.



Exhibitor Information

Exhibit Hours

Thursday April 20

7:00 AM – 8:00 AM Exhibitor Set-Up
8:00 AM – 4:00 PM Exhibit Hall Hours

Friday April 21

8:00 AM – 2:00 PM Exhibit Hall Hours
2:00 PM – 6:00 PM Exhibitor Tear-Down

Exhibitors are responsible for their own materials. There will not be a separate room provided to store materials.

Exhibit Package – \$600*

Inclusions:

- 6' skirted table
- Two chairs
- Listing on AAMAS website

**Exhibitor registrations are sold separately for \$570 each. If you register three or more people, we will provide you a fourth registration complimentary. If you know you will be purchasing more than three, please reach out to Kate Feuling for a comp code for your fourth individual.*

Exhibit Guidelines

Exhibit space will be assigned on a first come first serve basis. Exhibit displays must not exceed 30" in height from the top of the table, including signage. All Exhibitors must remain within the confines of their own exhibit space, and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view or disadvantageously affect the display of other Exhibitors.

Audiovisual must be ordered directly from the hotel and is not included in the exhibit fee. Order forms will be distributed approximately six weeks prior to the conference.

AAMAS, nor the hotel, or any other agents, will be held liable for the safety of Exhibitor's property from theft, damage by fire, accident, or any other causes. The Exhibitor assumes all responsibility for any and all loss, theft or damage to Exhibitor's displays, equipment and other property while on the premise.

Deadlines & Cancellations

Cancellations of exhibit space must be emailed to Alex McKindles at a.mckindles@aamas.org. Refunds, less a \$100 cancellations fee, will be made by **March 25, 2023**, but no refund will be given for a cancellation made after **March 25, 2023**.

Shipping Guidelines

Please ship your items addressed to the following:

The Brown Hotel

335 W. Broadway
Louisville, KY 40202

ATTN: AAMAS Convention (Exhibitor - Company Name)
___ of ___ packages (e.g. 1 of 2 packages)

The Brown Hotel can only accept items three business days prior to the start of the convention. Anything shipped earlier than that will incur shipping/storage charges per day due to storage space limitations.

Thank you to our 2022 Sponsors



Sponsorship Opportunities

Grow with us. If you participate in any of the sponsorship items listed below, we will include a link to your company's jobs postings on our [Career Opportunities](#) webpage. This webpage is promoted through multiple AAMAS communication outlets including: Our monthly communications *The Pulse*, our quarterly e-publication *The Monitor*, and it is also included on our homepage. This page will direct individuals to your job page so is a good resource to be included in for potential candidate outreach. **Sponsorship creative is due April 4, 2023.**

Company Feature – \$100

Place your logo on our dedicated sponsorship webpage for one full year. This placement will showcase your logo and a 50-word company description. Please provide a high-resolution logo and a website URL.

Logo Recognition – \$150

Place your logo on the AAMAS website homepage for one full year. Please provide a high resolution logo and a website URL.

Feature/Logo Bundle – \$175

Bundle the **Company Feature** and **Logo Recognition** and **SAVE \$75!** We will link your homepage logo to your feature on the sponsorship page for multiple levels of exposure.

Advertisement in *The Pulse* \$150

Reach our 225+ members in our monthly communications, *The Pulse*, by adding an advertisement.

Purchase more than one ad, and **SAVE \$50** on each additional ad purchased.

Advertisement Specs:

- 600px wide x 120px high
- Provide a website URL so we can link your ad to it
- Provide which month you want your ad to be included in
- Your creative is due the first of the month for the month your ad will deploy

Advertisement in *The Monitor* \$400

Advertise in our quarterly communications, *The Monitor*, by including an ad in each quarters publication.

Advertisement Specs:

- 600px wide x 120px high
- Provide a website URL so we can link your ad to it
- Your creative will be due the first month of the start of each quarter

Website Advertisement \$400

Get your organization noticed on the AAMAS website. Your ad will be included on the homepage of our website for one full year. Size and location will vary dependent on current layout of homepage.

Advertisement Specs:

- Size and placement will vary, please work with Alex McKindles at a.mckindles@aamas.org
- Provide a website URL so we can link your ad to it.

Advertisement Bundle – \$800

Bundle an advertisement in *The Pulse*, *The Monitor*, and place an ad on our **website** and **SAVE \$150!**



Sponsorship Opportunities

Continued

Broadcast Email – \$350

At less than 2¢ to reach each AAMAS member, this service provides a powerful outlet to help communicate your message to healthcare professionals.



Email Specs:

- Emails may not contain attachments, should be less than 1 MB, and must be in HTML format that does not contain absolute positioning or javascript
- Emails should not be a single JPEG, GIF, or PDF file
- Graphics and images must be linked from a web server, not embedded in the communication
- The HTML file is due ten days prior to deployment in order to ensure the proper time to upload, test, and proof
- Provide subject line and pre-header copy. Character count is limited to 100, that includes spaces
- Provide your desired deployment date as early as possible as slots fill up fast surrounding the conference as only one e-blast may go out per day
- Emails must deploy within one year of purchase

Educational Session – \$350

Provide our audience with a 60-minute factual presentation that offers new solutions to existing problems. These sessions provide an ideal atmosphere to share your expertise, demonstrate techniques, and provides you the opportunity to discuss procedures that distinguish your company's products.



Networking Reception – \$800

Everyone loves something free, sponsor this reception and you can place a custom design on the back of our drink tickets that will be inserted into every attendee badge holder for our Wednesday night reception. A gift that will make many say, "Thank you."



Registration Bags – \$600

See your company name on each attendee's arm as they carry meeting essentials throughout the conference. You may provide a single promotional piece for inclusion in this bag free of charge. *These bags will be co-branded with the AAMAS logo.*

Bag Stuffers – \$150

Give attendees a sneak peak to what you will showcase at your exhibit table. You supply the materials and we'll do the stuffing.

Lanyards – \$550

Attendee lanyards are required for entry into every conference function and are an effective way to have your company's brand seen by all conference participants through the duration of the event.

THEIR WORDS

NOT OURS!

"My company exhibited at the AAMAS conference in 2019, and we connected with two solid clients! Of the two, one led us to other contacts and other business opportunities that we otherwise would not have had if we hadn't attended. Thanks for a great year AAMAS!"

"As a Sr. Manager I find value in my membership with AAMAS and look for people who subscribe to quality auditing. AAMAS provides an excellent forum to find auditors. Being a past exhibitor, I've found several candidates for positions I was hiring for."

Contract for Exhibit Space



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Completed forms may be emailed to Alex McKindles at a.mckindles@aamas.org.
Final AAMAS Contracts for Exhibitors or Sponsors are due **April 4, 2023**.

Company Name _____ Date _____
 Address _____ Country _____
 City _____ State/Prov _____ Zip _____ Phone _____
 Contact Name _____ Title _____
 Email _____
 Company URL _____

Note: Tabletop displays must not exceed 30" in height from the top of the table, including signage. All Exhibitors must remain within the confines of their own exhibit space, and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view or disadvantageously affect the display of other Exhibitors.

Signature _____

Sponsorship Opportunities

- Advertisement Bundle \$800
- Advertisement in *The Pulse* \$150
- Advertisement in *The Monitor* \$400
- Bag Stuffers \$150
- Broadcast Email \$350
- Company Feature \$100
- Educational Session \$350
- Feature/Logo Bundle \$175
- Lanyards \$550
- Logo Recognition \$150
- Networking Reception \$800
- Registration Bags \$600
- Website Advertisement \$400

Exhibit Package

\$600 per Table Qty _____ \$ _____

Registration

\$570 per Exhibit Badge Qty _____ \$ _____
 Registrant 1 Name: _____
 Registrant 1 Email: _____
 Registrant 2 Name: _____
 Registrant 2 Email: _____

Payment Options

- Visa Mastercard Discover
- Check enclosed or in mail (payable to AAMAS)
- Invoice me

Card Number _____

Expiration Date _____ Total Amount \$ _____

Authorizing Signature _____

Date _____

Print Name on Card _____

Billing Address _____

E-mail _____

An e-mailed receipt from authorize.net will be sent to the above e-mail address when a credit card is processed. The personal information provided will not be used for any purposes other than those stated upon this form unless you provide your consent. Should you have any questions concerning your personal information please contact Alex McKindles at a.mckindles@aamas.org or 414-908-4933. AAMAS endeavors at all times to treat your personal information in accordance with all applicable laws.

Cancellation Policy: Cancellations in writing made prior to **March 25, 2023** will receive a refund less \$100 processing fee. No refunds will be processed on cancellations received on or after **March 25, 2023**.

Make a copy for your records and send completed from with payment to Alex McKindles:

a.mckindles@aamas.org

7044 S. 13th Street, Oak Creek, WI 53154

Phone: (414) 908-4933

TOTAL PURCHASE:

\$ _____

Note: Total payment must be received by **April 4, 2023**.

Last Updated: 12/6/22