

# 2016 AMBA NATIONAL MEDICAL BILLING CONFERENCE

## INVITATION TO EXHIBIT

2465 E Main  
Davis, OK 73030  
(580) 369-2700

[www.ambanet.net/AMBA.htm](http://www.ambanet.net/AMBA.htm)

## LOCATION

The 16<sup>th</sup> Annual National Conference will take place at Planet Hollywood Resort & Casino in Las Vegas, Nevada. Exhibitor participation is limited due to space availability.

## BENEFITS OF EXHIBITING

- Reach a highly specialized audience of billing professionals that attend our conference by choice rather than necessity
- Interact with key business owners and decision makers within our membership base
- Exhibitors and Sponsors are located in the heart of all the conference action
- Our attendees are here to learn and find new alternative solutions to their biggest challenges

## ABOUT OUR ATTENDEES

We expect to have approximately 150 attendees. Our attendee audience is comprised of entry-level billers through experienced billers, coders and consultants, physicians and staff members, business accounting professionals and students in medical billing. Eighty five percent of our attendees are female and fifteen percent are male.

Other audience statistics:

- 60% have outgrown their current billing software system and are looking for better alternatives
- 75% or more have already changed software programs and will change again within the next year or two
- 40% are unhappy with their current billing software program or service
- 80% are looking for technologies to utilize instead of hiring additional employees
- 35% are paying as much as .10 cents per document to scan and store online
- 80% are looking for better remote access alternatives and communications with their provider clients
- 40% are looking for remote hosting services for their current billing software program
- 50% are utilizing some form of an ASP or Internet Based Billing Services
- 75% pay up to .35 cents or more per electronic claim with their current clearinghouse
- 20% percent of attendees are physicians or work in a doctor's office
- 70% of attendees have attended at least one previous annual conference
- 30% are first-time attendees
- 15% of attendees are new billers
- Less than 2% of attendees have no previous medical billing experience

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## EXHIBITOR EVENTS

### EXHIBITOR SCHEDULE

October 27<sup>th</sup>, 2016: Exhibitor Hall Open 8:00AM – 6:00PM

October 28<sup>th</sup>, 2016: Exhibitor Hall Open 10:00AM – 4:00PM

### Morning & Afternoon Breaks (Times Subject to Change)

Thursday, October 27<sup>th</sup>, 2016

Morning Break 10:30-11:00AM

Afternoon Break 2:00PM-2:30PM

Friday, October 28<sup>th</sup>, 2016

Morning Break 10:00-10:30AM

Afternoon Break 2:00PM-2:30PM

### Prize Give-Aways & Medical Money Madness Auction

Promotional prizes and/or drawings are encouraged. If you would like to give away your own gifts through a drawing, we have set aside time for you to present your gift during the General Session around 4:30 pm on the last day of the conference or you can announce your winner during the afternoon break on Friday, October 28th. If you want to donate a separate gift for our special auction, please contact [Cyndee Weston](#).

**Donations for our auction will earn you special extra recognition before, during and after the conference.**

### Exhibitor Satisfaction Survey

AMBA welcomes and would greatly appreciate every exhibitor's participation in filling out the exhibitor satisfaction survey at the conclusion of the conference to discuss your experience at the 2016 National Medical Billing conference. We value your input and remain diligent in improving the quality of our conferences each year.

### WEDNESDAY, OCTOBER 26<sup>TH</sup>, 2016

Early Exhibitor Set Up  
5:00PM - TBA

### THURSDAY, OCTOBER 27<sup>TH</sup>, 2016

Exhibitor Set Up  
6:00AM-8:00AM  
Attendee & Vendor Introductions  
8:30AM-9:30AM  
Break, Exhibitor Hall  
10:30AM-11:00AM  
Lunch  
12:00PM-1:00PM  
Break, Exhibitor Hall  
2:00PM-2:30PM  
Networking Social Event  
6:00PM-7:30PM

### FRIDAY, OCTOBER 28<sup>TH</sup>, 2016

Break, Exhibitor Hall  
10:00AM-10:30AM  
Lunch, Medical Money Madness  
Auction  
11:30AM-1:00PM  
Break, Exhibitor Hall, Exhibitor  
Prize Drawing Announcements  
2:00PM-2:30PM  
Final Announcements, Certificate  
Handouts, Exhibitor Drawings and  
Final Prize Giveaways  
4:30PM-5:00PM

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## CONTRACT TO EXHIBIT

### Exhibitor Package:

- 10x10 exhibit space
- One (1) 8' draped table
- Two (2) folding chairs
- Two (2) Name Badges for Exhibitor Reps
- Recognition in AMBA's Conference Program
- Recognition on AMBA's Website with Links from our website to yours
- Recognition in AMBA's pre and post conference online newsletters
- Two (2) Lunch Passes for both days of the conference
- List of Attendees and their email addresses

### Cost of Exhibiting

Exhibitors will be assigned in the order that signed contracts and fees are received. Cost is \$1,350 per table. Rates increase to \$1,500 for all applications received after August 15, 2016. **Exhibitor must pay an additional fee of \$159 for each additional company representative over the two included.**

### Booth Space Cancellation

Cancellation requests must be received in writing no later than August 15, 2016 and are subject to a \$500 cancellation fee per table. No refunds will be issued after August 15, 2016. Sponsorship fees are non-refundable.

### Use of Display Space

Exhibitors are bound by local and state laws. Exhibitors may not distribute purchased products during the conference. You may accept orders for products, but you may not distribute products. All products must be distributed from Exhibitor's own office location after the conference.

### Standards for Exhibiting

All exhibits must be ready for display by 8:00 am on October 27<sup>th</sup>, 2016. A company representative must be at your table at all times when the exhibit hall is open. Exhibitors may offer goods and services within their booth space only. Booths may not be shared between two companies. Only one company will be allowed to market and sell products per paid booth.

Setting up, tearing down and removal of exhibits are exhibitor's responsibility. If the exhibitor fails to remove the exhibit, AMBA will arrange removal at the exhibitor's expense. Exhibitor is responsible for all shipping of boxes to and from event. AMBA accepts no liability for exhibitor boxes left in or around the exhibit hall or conference area.

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## GENERAL INFORMATION

### Internet/Electrical Access

If electric, telephone line or internet access is required, the exhibitor must contact [Larry Weston](#) or call our office at 580 369-2700. Charges will apply.

### Shipping Information

All packages shipped by Exhibitor must be addressed as follows:

**Hold For: (Guest's name, AMBA Conference and your arrival date)**

**First & Last Name (Guest)**  
**Planet Hollywood Package Center**  
**3667 Las Vegas Blvd. South**  
**Las Vegas, NV 89109**  
**Group/Conference and Arrival Dates**  
**Guest Mobile Contact Number**  
**\_\_\_\_\_ of \_\_\_\_\_ (ex. 1 of 10)**

Handling charges are assessed for incoming and outgoing packages by weight.

- 0-10 pounds \$10
- 11-20 pounds \$15
- 21-30 pounds \$20
- 31-40 pounds \$30
- 41-60 pounds \$40
- 61-80 pounds \$50
- 81-100 pounds \$80
- Per Envelope \$5

Do not send C.O.D. packages.

Note: ALL packages should be sealed, clearly labeled and any outside carriers needed to transport items must be notified prior to your departure from the hotel. AMBA is not responsible for shipping your boxes back to your office. Hotel charges a fee to hold your packages for departure after the conference if held for more than 3 days. See pricing above.

Packages will be located in the package center. **It is your responsibility to pick up any packages you have sent to the hotel.**

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## LIABILITY WAIVER

### Release of Liability

Please read the statements below. Please write your initials beside each statement. Then sign your name and provide today's date at the bottom of the page.

- \_\_\_\_\_ Exhibitor hereby covenants and agrees to save and hold the American Medical Billing Association, (AMBA), Planet Hollywood Resort and Casino ("Hotel"), subsidiaries, affiliates, officers, directors, shareholders and employees free clear and harmless from any and all liability, lost, costs, expenses (including attorney's fees), judgments, claims and demands of any kind whatsoever in connection with, arising out of or by reason of any act, omission, or negligence of Exhibitor or its respective agents, employees, servants, or contractors in any way connected with or arising out of any accident, injury or damage, whether to person or property, whatsoever, occurring before, at, in, upon, about, after, or in any manner connected with the convention at Planet Hollywood Resort and Casino in connection with this event.
- \_\_\_\_\_ Exhibitor acknowledges that neither the Hotel, hotel operator, nor AMBA maintain insurance covering exhibitor's property and the exhibitor must obtain business interruption and property damage insurance sufficient to cover any loss sustained by exhibitor.
- \_\_\_\_\_ If AMBA cannot hold the conference due to any cause beyond its control, or if the exhibit hall is uninhabitable due to acts of God during any part or whole of the exhibition, AMBA is not responsible and exhibitor hereby waives any claim against AMBA for losses or damages which may arise from such inability to occupy assigned space. Actual place of exhibitor area is subject to change based on attendee participation.

Signature \_\_\_\_\_ Date \_\_\_\_\_

# 2016 AMBA NATIONAL MEDICAL BILLING CONFERENCE

## PLANET HOLLYWOOD RESORT & CASINO

3667 Las Vegas Boulevard South  
Las Vegas, NV 89109  
(866) 919-7472

<https://www.caesars.com/planet-hollywood>

### AMBA's Room Rates

Oct. 26<sup>th</sup> 2016 - \$105

Oct. 27<sup>th</sup> 2016 - \$105

Oct. 28<sup>th</sup> 2016 - \$125

Resort Fee - \$29/Day  
for free room internet  
access.

Group Code:

**SMAMB6**



The world-famous Planet Hollywood Resort & Casino is the meeting destination of choice for individuals who appreciate celebrity treatment. They roll out the red carpet for their customers with incomparable guest services, luxurious rooms, outstanding amenities, and state-of-the-art conference centers. They provide complete support of their professional Business Services staff, who assist with audio-visual production, VIP requests, accommodations, and so much more.

# 2016 AMBA NATIONAL MEDICAL BILLING CONFERENCE

## APPLICATION & EXHIBITOR REGISTRATION

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

*\*Address must match credit card billing statement*

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email for Contact Person: \_\_\_\_\_

Website: \_\_\_\_\_

Name(s) of Exhibitors to appear on badge(s) (First two Reps included, \$159 for each add'l):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name on Sponsorship Sign (if sponsor): \_\_\_\_\_

Product/Service Description for Conference Brochure and Website (25 Word Limit):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## APPLICATION & EXHIBITOR REGISTRATION

Exhibitor Fee Enclosed: \_\_\_\_\_  
(\$1,350 if before Aug. 15, 2016 - \$1,500 if after Aug. 15, 2016)

Will you bring your own booth, and, if so, will you still need a table?

\_\_\_ Bringing booth    Table required: \_\_\_ Yes \_\_\_ No

### Sponsorship

We would like to gain additional recognition and exposure for our company by sponsoring the following event:

#### \_\_\_ Gold Conference Sponsorship

Includes a list of conference attendees, full page ad in conference brochure program, conference CD sponsorship ad (2 year shelf-life), listing as a Gold Sponsor on all conference collateral materials, one email blast about your company sent directly to all AMBA members (not just attendees), your company information displayed on conference registration table, three month ad in AMBA Monthly Newsletter, 2 additional company registrants \$3,000

#### \_\_\_ Silver Conference Sponsorship

Includes list of conference attendees, 1/2 page ad in our conference brochure program, listing as Silver Sponsor on all conference collateral materials, one email blast about your company sent directly to conference attendees, one month free ad in AMBA Monthly Newsletter \$1,500

\_\_\_ Meet and Greet Networking Social Thursday, October 27<sup>th</sup>, 2016 - \$1,000

\_\_\_ Exhibit Hall Break - \$400

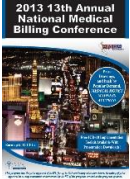
\_\_\_ Conference Registration Packet Insert - \$400 for full page

\_\_\_ Conference Registration Packet Insert - \$200 for half page



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## APPLICATION & EXHIBITOR REGISTRATION



Brochure



Back Page

- \_\_\_ Conference Brochure Program Ad - \$750 for full page (\$250 add'l for front page, \$150 add'l for back page)
- \_\_\_ Conference Brochure Program Ad - \$500 for half page
- \_\_\_ Conference Brochure Program Ad - \$200 (125 X 125 pixel Ad)
- N/A\_\_\_ **Badge Holder Lanyard Cords - \$895 (your color, with your company info)**
- N/A\_\_\_ **Tote Bags \$600**

*All sponsors listed on AMBA conference website for entire year and your logo on our conference brochure program.*

- \_\_\_ We want to donate a gift for prize drawing
- \_\_\_ We want to donate a gift for the auction

Sponsorship Fee Enclosed: \_\_\_\_\_ **(Sponsorship fees are non-refundable)**

Exhibitor Fee Enclosed: \_\_\_\_\_

Total Amount Enclosed: \_\_\_\_\_

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## APPLICATION & EXHIBITOR REGISTRATION

### Payment Information (Charge will appear as AMBA)

Charge my  Visa  MasterCard  Discover  American Express

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Credit Card Security Code from back of card (3 or 4 digits): \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

### Additional Registrant Names: (for Gold Sponsors)

\_\_\_\_\_  
\_\_\_\_\_

**Make Checks Payable to:** AMBA · 2465 E. Main · Davis, OK 73030

**Fax Credit Card Registrations to: (580) 369-2703**

The American Medical Billing Association will not accept liability for damages of any nature sustained by Exhibitors or their accompanying persons or loss of or damage to their personal property as a result of the Conference or related events. Exhibitor/Sponsor has read and understands all information regarding registration and terms.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Questions: Call (580) 369-2700 or email [Larry@brightok.net](mailto:Larry@brightok.net)