

Marketing Opportunities



As an AHIMA exhibitor, there are many exclusive opportunities available to you to maximize your exposure during the convention. To purchase any of these opportunities complete and return the appropriate form available in section 8 of the Exhibitor Service Kit.

AHIMA Corporate Affiliate Program **\$750**

As a Corporate Affiliate of AHIMA and its Foundation of Research and Education (FORE), you are entitled to benefits and recognition including the following:

- Two corporate representatives receive subscriptions to AHIMA print and electronic publications
- Complimentary full listing in the AHIMA online Vendor Directory
- Full access for your designated representatives to the AHIMA Communities of Practice
- Recognition as an affiliate in the convention program, FORE annual report, and on AHIMA's Web site
- Earn 25 exhibitor priority points

In addition, your affiliate fee will directly support the education, research, and leadership development activities of FORE. Programs funded through FORE include the Merit Scholarship Program, Grant-in-Aid research funding, Best Practices and Practice Solution Awards, the Triumph Awards, and the Workforce Research study. To become an Affiliate please complete the Corporate Affiliate form available in section 8.

Pre-Registrant List **\$550**

Market your company to convention attendees before they reach the convention by ordering a pre-registrant list. The list (of approximately 2,000 attendees) will be sent three to four weeks prior to the convention via e-mail and includes mailing addresses only for one-time use only. To order the Pre-Registrant List, please complete the Marketing Opportunities form available in section 8.

Exhibitor Scavenger Hunt **\$500**

Every convention attendee will receive an Exhibitor Scavenger Hunt game board in their registration bag. As a participant, your logo and booth number will be included on the game board. Attendees who visit the participating booths will receive a sticker (stickers provided by AHIMA). Once they have visited all of the participating booths and have their game card full, they will turn it in to the AHIMA booth to be entered into a drawing for one grand prize on the final day of exhibits. Please note space is limited. To participate in Exhibitor Scavenger Hunt, please complete the Marketing Opportunities form available in section 8.

Exhibit Hall Floor Decal **\$250 per decal**

This 2' x 2' decal will be placed in front of your booth and will include your booth number and 4-color maximum company logo. Buy one or four, depending on how large your booth is! To purchase an Exhibit Hall Floor Decal, please complete the Marketing Opportunities form available in section 8.

Product World **\$250**

Sunday, October 4, 9:30 a.m. – 5 p.m. (1 hour time slots), Gaylord Texan Resort Hotel and Convention Center

Showcase your product and reach convention attendees before the exhibit hall even opens! Reserve a space in Product World and use your one-hour time slot to do a product demonstration, present a case study, host a networking reception, or a combination of all three.

As a participant you will be assigned a meeting room and one-hour time slot. The showcase rooms will be set theater-style for approximately 60 people and include an LCD screen and two wired lavalier microphones. Participating exhibitors will be listed in all AHIMA promotional material and on the convention website. AHIMA recommends sending invitations to targeted and prospective clients to drive attendance to your session. To participate in Product World, please complete the Product World form available in section 8.

Pre-Registrant List - Discounted for Product World Participants **\$400**

We encourage exhibitors to send personal invitations to convention attendees to promote their Product World session. As a Product World Participant, you are eligible to purchase the Pre-Registrant list at a discounted fee of \$400 (full price \$550). To order the discounted Pre-Registrant List, please complete the Marketing Opportunities form available in section 8.

Customer Appreciation Night **\$250 +**

Monday, October 5, 6 – 7:30 p.m., Gaylord Texan Resort Hotel and Convention Center
Host a reception to thank your customers for their support – both past and future. Participating exhibitors will be listed in all AHIMA promotional material and on the convention website. To participate in Customer Appreciation Night, please complete the Meeting Room Request form available in section 8.

Convention Literature Bin **\$250**

AHIMA will offer centrally located, highly visible literature bins for exhibiting companies' publications or promotional materials. Each literature pocket is approximately 9" x 12" and will be labeled with your company's name. Literature bins will be available starting Saturday, October 3 - Thursday, October 8 which will allow you to entice attendees to visit your booth before the hall opens. Your first literature bin costs \$250; each additional bin will cost \$150. To order a literature bin, please complete the Marketing Opportunities form available on the exhibitor website. Please note you will be responsible for filling the literature bin. If you need assistance, you can order union labor through Champion Exposition Services. See the section 6 for the labor order form.

Coding Literature Bin **\$150**

Saturday, October 3 and Sunday, October 4, between 700 - 1000 coding professionals will attend all day Coding Community educational sessions. If your target market is professional coders, this is a great way to gain exposure to them before the exhibit hall opens. Literature bins will be strategically located outside of the Coding Community Meeting. Each literature pocket is approximately 9" x 12" and will be labeled with your company's name. Stock it full of promotional materials about your products and services and be sure to include your booth number! To order a coding literature bin, please complete the Marketing Opportunities form available on the exhibitor website. Please note you will be responsible for filling the literature bin. If you need assistance,

you can order union labor through Champion Exposition Services. See section 6 for the labor order form.

Booth Event Listing on Meter Boards

\$150 per day

If you will be hosting a special event or giveaway in your booth make sure you get optimal visibility and have it listed on a meter board that will be located in front of each exhibit hall entrance. Whether it be an iPod giveaway, a personal appearance by a celebrity or athlete, a book signing, or the like, promote it through a meter board listing in front of the exhibit hall to make sure it's a success! Listings will include: company name, booth number and a 1-2 sentence description of the event or item being given away. Listings must be submitted by September 14, 2009. To have your event listed on a meter board, please complete the Marketing Opportunities form available in section 8.

AHIMA Convention Logo Usage

Complimentary

Promote your presence at the AHIMA Convention and Exhibit by using our convention logo in announcements of exhibitor participation (flyers, invitations, brochures), on your website, events calendar or in advertisements in industry publications. To receive the logo via email, please fill out the Logo Request Form available in section 8.

FORE Not-So-Silent Auction

Donated Item Valued at \$300 +

Donate an item for inclusion in the Not-So-Silent Auction, one of the most popular activities at the convention, the proceeds from which fund FORE Merit Scholarships. For a minimum item value of \$300 we will include your company logo and booth number on the bid sheet and add a link to your Web site from your donor listing on the auction page in the convention Web site.

Donating an item to the Not-So-Silent is not only a great way to promote your organization - it is a great way to support the profession! For more information, visit <http://www.ahima.org/fore/gifts/auction.asp>. To make a donation, please complete the Not-So-Silent-Auction form available in section 8.

Hotel Room Drops

\$250 per hotel

Another great way to market your company is to have a promotional piece (flyer, postcard, brochure, etc.) delivered to convention attendee's hotel rooms. To respect the privacy of guests, your materials may be slid under guest's doors or hung on door handles, but not placed inside of the room. You will be responsible for the printing of the materials and working directly with the hotel(s) for delivery. In addition, you will be responsible for any hotel costs or fees associated with the room drop. If you would like to coordinate a room drop, please complete the Marketing Opportunities form available in section 8.

**Please note: All marketing pieces must be submitted to AHIMA for review and are subject to approval. AHIMA will not release hotel contact information until the marketing piece has been submitted and approved.*

Online Exhibitor Directory Listing

Complimentary

Every convention exhibitor receives a complimentary listing in the AHIMA Vendor Directory (www.ahima.org/vendordirectory), which is available year-round not only to convention attendees, but also to anyone visiting the AHIMA website in search of HIM/HIT products and services. Your

basic listing will include: company name, contact name, address, phone, fax, email, website, 550 character description, and two product categories to have your company listed under.

To edit your listing, visit www.ahimanet.org/VendorDirectory and select “manage listing.” You will then be asked to provide your username (your AHIMA ID # which was emailed to you and can be found on your invoice) and password (which was emailed to you and can be retrieved, if lost, from the website).

On-site Program Listing

Complimentary

Each exhibiting company will also receive a complimentary listing in the on-site program at the convention. Your listing will appear exactly as it does in the online Exhibitor Directory. AHIMA has created your account, but it is your responsibility to provide all listing information. Each listing includes company name, booth number, a 550 character description, contact name, phone number, email address, website, and two product categories to have your company listed under.

To edit your listing, visit www.ahimanet.org/VendorDirectory and select “manage listing.” You will then be asked to provide your username (your AHIMA ID # which was emailed to you and can be found on your invoice) and password (which was emailed to you and can be retrieved, if lost, from the website).

Post-Convention Attendee List

Complimentary

All exhibitors will receive a complimentary copy of the post-convention attendee list. The list will be provided in an Excel spreadsheet and will include attendee names, titles, work facility and addresses. To protect attendees’ privacy, and in accordance with national privacy laws, phone numbers and email addresses will not be provided. You can expect to receive the list within four weeks of the close of the convention. Make plans now to include a post-convention mailing in your marketing campaign!

Hyperlink on Online Floorplan

Complimentary

Convention attendees make plans to visit the exhibit hall early. To help them plan their “can’t miss” booth destinations, attendees will be able to learn more about your company’s products and services by clicking on your company listing from the online floorplan which will hyperlink them to your company’s website.