



# AHIMA<sup>®</sup>24 CONFERENCE

OCTOBER 27-29, 2024

SALT LAKE CITY

Exhibitor and  
Sponsorship  
Prospectus

AHIMA24 Conference attendees work at the intersection of healthcare, technology, and business, and are found in data integrity and information privacy job functions worldwide.

Highlight your brand to this diverse and engaging group of thought leaders and decision-makers from across the industry to empower people to impact health.

**3000**

projected  
attendees

**60%**

of attendees are  
in the manager,  
director, executive,  
president or  
VP roles

**50%**

of attendees work  
in the Acute Care  
Hospital setting  
or an Integrated  
Healthcare  
System

\*Source: AHIMA22 Conference attendee data

## Why Exhibit?

### Groundbreaking Insights

Dive deep into the latest trends and advancements in healthcare information management. Renowned experts and thought leaders will share their knowledge to help you stay at the forefront of your field.

### Networking

Connect with peers, colleagues, and industry experts. Forge valuable relationships and exchange ideas that can shape the future of healthcare.

### Educate

Provide interactive experiences at your exhibit booth to educate and engage with attendees firsthand.

## Exhibit Booth Package

What's included with your booth:

- 2 Full Conference Badges
- Complimentary Exhibitor Listing in the mobile app
- Virtual Booth Listing on the Conference website
- Pre and Post Attendee Registration List (attendees who opt-in to share information)
  - Name, Company, Email and Address
- Company ID Sign
- Backdrop and Side-Rail Drape

### Exhibit Booth Price

- \$5,000 for initial 10' x10' space plus a \$250 corner fee per corner (if applicable)
- Each additional 10' x10' space is \$2,500

Exhibitor will receive 1 full conference badge with each additional 10' x10' space

\*\*Booth floor covering is required (the exhibit hall is not carpeted)\*\*

## 2024 Exhibit Schedule

This schedule is tentative and subject to change. All exhibitors will be notified in writing if the official exhibit hall schedule changes.

### Installation

Friday, October 25	2 – 6 p.m. Exhibitor set up (20' x20' booths and larger only)
Saturday, October 26	7 a.m. – 6 p.m. All Exhibitor set up
Sunday, October 27	7 a.m. – 1 p.m. All Exhibitor set up

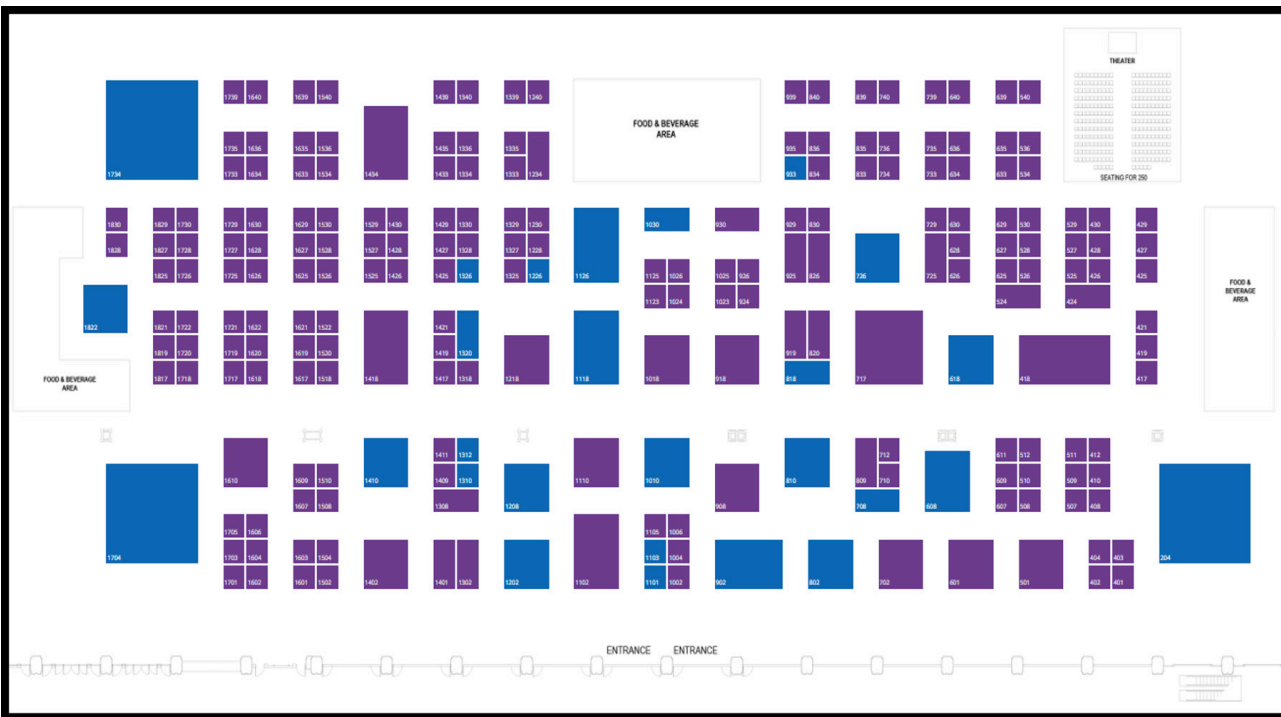
### Exhibit Hall Hours

Sunday, October 27	5:15 - 7:15 p.m.
Monday, October 28	7:30 a.m. – 3:45 p.m.
Tuesday, October 29	7:30 a.m. – 4 p.m.

### Dismantle

Tuesday, October 29	4 p.m. – 8 p.m.
Wednesday, October 30	8 a.m. – 1 p.m.

## Floorplan



### Booth Reservation Process

1. View the floorplan [here](#)
2. Choose an available booth. If you want to combine booths, please contact the Exhibit Sales Manager at [ahimasales@discoversb.com](mailto:ahimasales@discoversb.com)
3. Rent the booth online

## Levels of Support

AHIMA sponsors are integral to the success of the conference experience. That's why we've created opportunities to provide maximum value for your brand.



### Diamond Level Supporter

\$20,000+ on sponsorship spend

- 2 tickets to the invitation-only private President's Reception
- Recognition in AHIMA24 daily digest email
- Acknowledgment on the AHIMA24 Mobile App
- Recognition on AHIMA24 Conference Website (logo and link)
- 4 Additional full conference badges
- AHIMA Sponsor Ribbon to wear during AHIMA24 Conference
- Level Supporter Floor Sticker at Exhibit Booth
- Recognition on signage in AHIMA24 Exhibit Hall (company and booth #)



### Gold Level Supporter

\$10,000+ on sponsorship spend

- Recognition in AHIMA24 daily digest email
- Acknowledgment on the AHIMA24 Mobile App
- Recognition on AHIMA24 Conference Website (logo)
- 2 Additional full conference badges
- AHIMA Sponsor Ribbon to wear during AHIMA24 Conference
- Level Supporter Floor Sticker at Exhibit Booth
- Recognition on signage in AHIMA24 Exhibit Hall (company and booth #)

## Sponsorship Opportunities

### Educational Events

#### Sponsored Content Session Sponsorship

**\$25,000 / 11 available**

Collaborate with AHIMA to develop a 45-minute educational session. A company representative will be able to introduce the session speaker. Your logo will be placed on signage outside the session, along with the conference website. (*formally known as Thought Leadership*)

#### Available Sessions:

Monday, October 28,

8:30 a.m. – 9:15 a.m.

10:15 – 11 a.m.

12:45 – 1:30 p.m. (2 available)

2:30 – 3:15 p.m.

Tuesday, October 29

8:30 – 9:15 a.m. (2 available)

10:15 – 11 a.m.

12:45 – 1:30 p.m.

2:45 – 3:30 p.m. (2 available)

#### Keynote Session Sponsor

**\$18,500 each / 3 available**

Keynote sessions are well attended by attendees. A company representative will be able to introduce the keynote speaker. Your logo will be placed on signage outside the general session, along with the conference website. Your logo will also be on a conference email sent to all attendees about the Keynote sessions, along with social media posts. These sessions will be live-streamed, which will give you more exposure to attendees.

#### Available Sessions:

Sunday, October 27

4 – 5:15 p.m.

Monday, October 28

3:45 – 5:15 p.m.

Tuesday, October 29

4 – 5:30 p.m.

#### Technology Demo

**\$6,500 each / 15 available**

Technology Demos are a great opportunity to showcase your company's product to attendees. Demo areas are located on the exhibit hall floor and the area is set theater style. These are 25-minute demonstrations, and you can use this time for a presentation and Q&A. Once your demo is done, you can have attendees head over to your exhibit booth for more information. Your logo will be placed on signage, along with the conference website.

#### Available Sessions (3 slots available for each time):

Monday, October 28

9:30 – 9:55 a.m.

11:30 – 11:55 a.m.

12:10 – 12:35 p.m.

2 – 2:25 p.m.

Tuesday, October 29

9:30 – 9:55 a.m.

11:10 – 11:35 a.m.

11:50 a.m. – 12:15 p.m.

1:45 – 2:10 p.m.

**AHIMA Breakout Session Sponsor****\$6,500 for 2 – standard session****\$9,000 for 2 – live streamed**

With this sponsorship, you can select two sessions for your company to sponsor (based on session availability). A company representative will be able to introduce the session speaker, along with a 1-2 minute overview of your company. Your logo will be placed on signage, along with the conference website. Some of these sessions will be live-streamed, which will give you more exposure to attendees!

**Brand Awareness****Meeting Lanyards **SOLD******\$17,000 / Exclusive**

Put your company's logo around the neck of all conference attendees! This opportunity to sponsor the lanyard will allow you to mobilize your logo throughout the conference and in future marketing of the AHIMA conference.

**Conference Notebooks****\$15,000 / Exclusive**

Provide a place for every attendee to take notes. The notebooks will be 5 ½" x 8 ½" "with your 1-color logo (and the AHIMA24 Conference logo). The notebooks will be placed in the conference tote bags.

**Water Bottles****\$12,000 / Exclusive**

Be the one that supports the hydration of AHIMA Attendees! This sponsorship provides reusable water bottles to attendees. These bottles will be given out at registration with a sign acknowledging your support of their well-being. The water bottles will have the sponsor's logo (logo only) on one side.

**Conference Tote Bags **SOLD******\$10,000 / Exclusive**

Put your company logo on each attendee's tote bag and make a lasting impression as attendees bring these bags home and continue to use them. These bags are given to all in-person attendees. Logo will be placed on one side of the tote bag (other side will have the AHIMA24 Conference logo) and will only appear in one color.

**Hotel Key Cards****\$15,000 / Exclusive**

Put your company's name in the hands of AHIMA24 attendees who elect to stay at the Hyatt Regency Salt Lake City, Salt Lake City Marriott City Center, Hilton Salt Lake City Center. The key cards will be given out at check-in and used to access hotel rooms throughout their stay, a wonderful ongoing reminder of your company and products. Your custom graphic will be on the front of the hotel key card with AHIMA24 branding on the reverse side. The price includes the production, shipping costs and hotel fees for the key cards.

**Conference Volunteer T-shirts****\$7,500 / Exclusive**

Conference volunteers will be assisting attendees throughout the convention center during the conference. Have your company logo visible on their volunteer t-shirts. There are approx. 50-75 volunteers!

**Hand Sanitizing Stations****\$5,000 / Exclusive**

Increase your visibility by displaying hand sanitizer stations in five (5) highly visible locations throughout the Convention Center (outside the exhibit hall and general session). These stations will be displayed on all three days of the conference. Each station will have a 22" x 28" sign indicating your sponsorship to attendees.

**Charging Towers****\$5,000 / 2 available**

Have your company's custom branding on all sides of the charging tower, along with the AHIMA24 conference logo located in the foyer area of the General Session and Exhibit Hall as attendees power back up during the conference. There will be outlets on all sides (regular and USB).

**Digital Advertising****Attendee Conference Registration Confirmation Email Banner Ad****\$7,500 / Exclusive**

Be the first to welcome attendees to the AHIMA24 Conference as the exclusive registration sponsor! Your sponsorship includes a custom email banner ad on all confirmation emails sent out to attendees. Don't miss this opportunity! Registration will open in May 2024

Benefits Include:

- Reaches approximately 3,000 registrants (not used for exhibitor registrations)
- Sent to attendees upon completion of their conference registration
- The image placement includes one hyperlink
- Click tracking report will be provided post-conference

**Daily Digest Emails**

Highlight your company in daily emails shared with AHIMA24 attendees, speakers, and supporters during the conference. Attendees receive a daily email each morning of the conference. Emails sent on Sunday, October 27, Monday, October 28 and Tuesday, October 29.

**Sponsor Spotlight****\$2,500 each / 1 per day**

Sponsor to provide header text, 25-word description, company logo and link

**Sponsored Editorial Content****\$2,000 each / 2 per day**

Sponsor to provide header text, link to content (subject to AHIMA approval) and 25-word description to display with content.

**Video Message****\$1,850 each / 1 per day**

Sponsor to provide header text, link to video hosted on company website/platform (video subject to AHIMA approval), and 25-word description to display with content.

**Leaderboard Banner Ad****\$1,000 each / 1 per day**

Sponsor to provide leaderboard banner ad (728 x 90) and link



## Mobile App Advertising

Attendees will use this conference app to access the schedule, session descriptions, and speaker bios.

### Conference App Splash Screen

**\$5,000 / Exclusive**

Gain valuable exposure for your brand when sponsoring the Conference App Splash Page. Your custom graphic sponsor splash ad appears each time the event app launches. The sponsor splash screen is a static full-page image.

### Banner Ad – Exhibitor Directory

**\$2,000 / Exclusive**

Place your custom banner and advertise on the exhibitor directory section of the conference app. The advertisement can be hyperlinked to your website, online exhibitor resource center or any other URL.

### Banner Ad – Schedule Page

**\$2,000 / Exclusive**

Place your custom banner and advertise on the browse by schedule section of the conference app. The advertisement can be hyperlinked to your website, online exhibitor resource center or any other URL.

### Banner Ad – Attendee Page

**\$2,000 / Exclusive**

Place your custom banner and advertise on the attendee section of the conference app. Benefits The advertisement can be hyperlinked to your website, online exhibitor resource center or any other URL.

### Push Notifications

**\$750 / 3 available per day**

Send out a text alert through the AHIMA24 mobile app. With 200 characters, you can remind attendees to stop by your booth, attend your Technology Demo or attend your sponsored Breakout Session. Push Notifications are available on Sunday, Monday, and Tuesday of the conference.

## Conference Website

### Navigation Ad

**\$5,000 / Exclusive**

Your custom ad (and link) on the conference platform. Appearing under the navigation buttons, your branded ad will be visible to all attendees—regardless of the screen they are using. Link to your exhibit booth or website. The advertisement can be hyperlinked to your website, online exhibitor resource center, or any other URL.

### Home Page Tile Ad

**\$3,000 / 2 available**

Place a custom ad on the homepage of the event website. Be seen among high-level content on the most highly trafficked and visible web page related to the conference. The advertisement can be hyperlinked to your website, online exhibitor resource center, or any other URL.

## Print Advertising

### Meter Board Advertising

**\$2,500 / 5 available**

Your branding has a captive audience as attendees make their way around the conference and see your custom double-sided graphic, along with AHIMA branding on a 3' wide x 88" high sign. The price includes printing, installation, and removal of the signage.

### Tote Bag Product Insert

**\$2,500 / 3 available**

Take your sample product right to the attendees. Product samples must be no larger than 7" x 7" and must be pre-approved by AHIMA. You may attach a flyer to the product that is no larger than the product itself.

### Tote Bag Insert

**\$1,500 / 5 available**

Send your message to all AHIMA attendees (3,000 in 2023) by placing your company flyer in each conference tote bag. Flyers must be 8.5" x 11" and folded no more than 1x. Don't delay in choosing this sponsorship!

## Events

### Great Gathering Reception

**\$25,000 / Exclusive**

This end-of-conference reception is held on Tuesday, October 29 at a fun location in Salt Lake City from 6:15 – 9 p.m. All conference participants including attendees, speakers, exhibitors, and sponsors are invited to network and celebrate a successful conference!

Benefits Include:

- Brief welcome introduction at the start of the reception
- Four (4) 22" x 28" signs placed at the event recognizing sponsorship
- Table-top signage at the bar and food stations during the reception
- Custom-branded napkins with company logo
- Signature custom-named mocktail
- Logo and sponsorship acknowledgment on marketing materials (website, signage, and mobile app)

### AHIMA24 Welcome Reception

**\$15,000 / Exclusive**

Join us as a sponsor of the Welcome Reception, which will be held on Sunday, October 27 from 5:15 – 7:15 p.m. in the Exhibit Hall. This opening event is always a popular place for attendees to meet and greet as they visit with exhibitors.

Benefits Include:

- Two (2) 22" x 28" signs placed at the event recognizing sponsorship
- Table-top signage at the bar and food stations during the reception
- Custom-branded napkins with company logo
- Logo and sponsorship acknowledgment on marketing materials (website, signage, and mobile app)

### Meet-Up Hubs

**\$15,000 / 2 available**

The Meet-Up Hubs are located on the exhibit hall floor and will be used throughout the conference (3 days) for AHIMA special interest group meet-ups. This is your opportunity to have your company name and brand on and above the Meet-Up Hub.

**Lunch in the Exhibit Hall**

**\$15,000 each / 2 available**

Your logo and custom graphics can be seen by ALL attendees during lunch in the Exhibit Hall. As a conference lunch sponsor, your company’s name, logo and custom advertising graphics will appear throughout the designated lunch areas. Lunches are provided on Monday, October 28 and Tuesday, October 29.

Benefits Include:

- Four (4) 22” x 28” signs in the breakfast area acknowledging your support with your company logo
- Table tent cards on the lunch tables acknowledging your support with your company logo
- Push Notification recognizing your sponsorship
- Logo and sponsorship acknowledgment on marketing materials (website, signage, and mobile app)

**Breakfast in the Exhibit Hall**

**\$12,000 each / 2 available**

Your logo and custom graphics can be seen by ALL attendees during breakfast in the Exhibit Hall. As a conference breakfast sponsor, your company’s name, logo and custom advertising graphics will appear throughout the designated lunch areas. Breakfasts are provided on Monday, October 28 and Tuesday, October 29.

Benefits Include:

- Four (4) 22” x 28” signs in the breakfast area acknowledging your support with your company logo
- Table tent cards on the breakfast tables acknowledging your support with your company logo
- Push Notification recognizing your sponsorship
- Logo and sponsorship acknowledgment on marketing materials (website, signage, and mobile app)

**Professional Headshot Station**

**\$7,500 / Exclusive**

The headshot lounge allows attendees to have professional portraits taken by our photographer, free of charge while they are at AHIMA24! As the exclusive sponsor of this area, your company will receive full recognition for providing attendees with the opportunity to walk away from AHIMA24 with a new professional headshot.

**Morning and Afternoon Beverage Breaks**

**\$6,000 each / 4 available**

Get your brand in front of attendees during a beverage break on the exhibit hall floor.

Benefits Include:

- Two (2) 22” x 28” signs in the break area acknowledging your support with your company logo
- Push Notification recognizing your coffee break sponsorship
- Logo and sponsorship acknowledgment on marketing materials (website, signage, and mobile app)

**Available Breaks**

Monday, October 28  
 Monday, October 28  
 Tuesday, October 29  
 Tuesday, October 29

Morning Break in the Exhibit Hall  
 Afternoon Break in Exhibit Hall  
 Morning Break in the Exhibit Hall  
 Afternoon Break in Exhibit Hall

**In-Conjunction With (ICW) Meeting Rooms**

**Up to 50 people - \$850 per day**

**51 people and up - \$1,500 per day**

**College/University - \$600 per day**

Reserve space for your workshop, seminar, or other meetings. Reach attendees with events in your own style and format. Host a breakfast meeting for select clients or conduct a focus group—whatever makes sense for your goals. We will assign an appropriate meeting room based on your needs. Audio Visual, Food & Beverage and specialty furniture requirements are additional and must be arranged separately with the appropriate vendor.

## Terms & Conditions

The full terms and conditions will be displayed during the online rental process.

### **PAYMENT TERMS**

These Payment Terms, along with the Order and the AHIMA Sponsorship & Exhibitor On-line Terms & Conditions, are incorporated by reference and constitute the Agreement.

Full payment is due as provided below upon submission of the applicable sponsorship/exhibit Order and agreement to the AHIMA Exhibitor & Sponsorship On-line Terms & Conditions.

### **Wire Transfer/ACH Payments/Check Payments:**

Payments is payable in U.S. dollars to AHIMA (all international bank fees are the responsibility of the Sponsor/Exhibitor). Payments must be received by AHIMA within 30 days of purchase to secure your Exhibit Space or selected sponsorship. Failure to do so may result in the release of your Exhibit Space or selected sponsorship. Note: Check payments will not be accepted after Friday, September 6, 2024.

### **CANCELLATIONS**

In the event an Exhibitor or Sponsor provides notice to cancel their participation, they shall remain liable to pay the balance of the agreed-upon fees and charges when originally due, irrespective of the cancellation reason or circumstances. No refunds or exceptions will be made, except as provided for below. All unpaid cancellation fees must be paid in full before participating in future AHIMA programs.

A written notification must be sent to the Exhibits Manager at [ahimasales@discoversb.com](mailto:ahimasales@discoversb.com).

### **Exhibit Space Cancellation Policy:**

Cancellation requests for Exhibit Spaces will be subject to the following refund policy: If a cancellation is made on or before May 3, 2024, a 50% refund of the total exhibit space purchase price will be issued. Cancellations made after May 3, 2024, will not be eligible for any refunds.

### **Sponsorship Cancellation Policy:**

There will be no refunds for sponsorship purchases.