

2010



FALL ANNUAL CONFERENCE

SUNDAY-TUESDAY • SEPTEMBER 12-14, 2010

HILTON ST. LOUIS AT THE BALLPARK
ST. LOUIS, MISSOURI

A large, stylized blue arch graphic that spans the width of the page, resembling the Gateway Arch in St. Louis. It is composed of several concentric, slightly offset lines, giving it a three-dimensional appearance. The arch is set against a light blue sky background with faint white clouds. Below the arch, the background transitions to a pale yellow. In the bottom right corner, there are some faint, light green rectangular shapes.

EXHIBITOR PROSPECTUS



INVITATION

The Healthcare Billing and Management Association invites you to join us for the Fall 2010 Annual Conference September 12-14 in St. Louis at the Hilton At the Ballpark Hotel. Take this opportunity to realign yourself with past colleagues and establish new relationships.

Doing business within HBMA really does pay off!

BENEFITS OF EXHIBITING WITH HBMA:

- Generate business opportunities and revenue for the future
- Network and build relationships
- Gain exposure to conference attendees during unopposed exhibit hours
- Pre-conference mailing list of attendees available only to exhibitors
- Exhibitor directory published in final program with detailed descriptions of your product or service
- Numerous sponsorship opportunities to increase your visibility

REGISTER EARLY! Only a limited number of Exhibit Booth Spaces are available.

HILTON ST. LOUIS AT THE BALLPARK

One South Broadway
St. Louis, Missouri, 63102
(800) 445-8667 • www.hiltonstlouis.com

Our host hotel is an urban retreat ideally located downtown next to Busch Stadium and within walking distance to some of the Gateway City's most acclaimed attractions, historic landmarks, entertainment and restaurants.

Hilton At the Ballpark is a masterful architectural design with soaring lobby, spectacular city views of the Busch Stadium and Gateway Arch, stylish accommodations, luxurious facilities, oversized, state-of-the-art business center, concierge amenities and a first-rate array of food and beverage venues, including Market Street Bistro, Imo's Pizzeria, Mike Shannon's Steakhouse, Starbucks®, and outdoor patios with spectacular views of the downtown skyline.

Special rates offered to HBMA guests are \$145, plus tax, single/double occupancy. Reservations should be made before the cut-off date of Friday, August 20, 2010.

St. Louis is a place where history and imagination collide. The result is a Midwestern destination like no other! There's a new, vibrant hospitality district with more than \$4.5 billion worth of development that has been invested throughout the bi-state region. St. Louis offers an eclectic mix of music, dining, nightlife, shopping, unique attractions and colorful neighborhoods. The newly expanded MetroLink light rail system makes it easier than ever to access all that St. Louis has to offer.

Visit www.explorestlouis.com for more information.



EXHIBITOR EVENTS

SUNDAY, SEPTEMBER 12

11:00 am – 4:00 PM

Exhibitor Move-In

1:00 PM – 1:30 PM

President's Welcome –
General Session

Exhibitor Introductions and
Acknowledgment

5:30 PM – 7:30 PM

Exhibit Hall Grand Opening &
Reception

MONDAY, SEPTEMBER 13

9:30 am – 10:30 am

Exhibits & Morning
Refreshment Break

12:00 pm – 2:00 pm

HBMA Business Meeting &
Awards Luncheon

3:30 pm – 4:30 pm

Exhibits & Afternoon
Refreshment Break

6:00 pm – 7:00 pm

Exhibitor Hosted Wine & Cheese
Reception

7:00 pm – 10:00 pm

Off-Site Event at the Arch –
Sponsored by Gateway EDI

TUESDAY, SEPTEMBER 14

8:45 am – 9:15 am

Exhibitor Only Wrap-Up Session

9:30 am – 10:30 am

Final Exhibit Hall Break &
Drawings

10:30 am – 2:00 pm

Exhibitor Dismantle/Move-Out

The HBMA Spring Conference
offers **6 hours** of unopposed
exhibit time.

EXHIBITOR INFO



Act now to reach an influential audience of Healthcare Billing Professionals. Register online at www.hbma.org or mail or fax the enclosed Application and Contract to Exhibit today!

EXHIBIT SPACE & BOOTH SELECTION

Fifty-two 8'x 10' booth spaces are available in the Grand Ballroom for the fall 2010 conference. Booth selection is on a first-come, first served basis in accordance with the registration process described below.

EXHIBITOR REGISTRATION PROCESS

REVIEW THESE PROCEDURES: Please carefully note the procedures and time periods we have implemented for exhibitor sign-ups and booth selection for the HBMA national conference this fall.

Exhibitor sign-ups will be accepted according to the schedule shown below. To Pre-Register as a Conference Sponsor, please call HBMA at (877) 640-4262 and ask for Cindy Rounds or Gail Sunshine.

Please Note: To register before July 12, 2010, you must be eligible through sponsorship or by having exhibited at our annual conferences within the past year. We are required to un-register non-eligible companies that attempt to register prior to June 28th. We apologize for any inconvenience this may cause.

June 1 – June 18

Pre-Registration Open for *Sponsoring Companies Only*

June 21 – July 9

On-line Registration Open for *Returning Exhibitors Only*

July 12 – August 13

On-line Registration Open for All

REGISTRATION OF EXHIBIT PERSONNEL

All persons visiting the Exhibition area as well as staffing the booths must be registered and wear the HBMA conference name badge. Two registrations are included with the booth registration fee. Each exhibiting company is limited to three (3) representatives. Representatives must be employees of your company. The fee for a third representative is \$300. HBMA has a strict policy against solicitation by representatives of organizations who are not exhibiting at the conference.

EXHIBIT SPACE FEES

All booths are 8 feet deep by 10 feet wide. Included with each space are draped back and side walls, a booth identification sign, one 6' draped table, two chairs and a wastebasket. The exhibit hall floor and all booths are carpeted. All exhibitors will be listed in the HBMA Conference Program Book with a brief description of the company or product and pertinent contact information. Twenty-four hour security, including move-in and move-out, daily aisle maintenance and trash control, general overall illumination and temperature control will be provided.

THE RATES FOR EXHIBIT SPACE ARE:

HBMA Vendor Affiliate. \$1,995 per booth
Non-Member \$2,495 per booth

HBMA reserves the right to deny exhibit space. **Note:** Exhibit space pricing does not include any materials such as (but not limited to) additional tables, furnishings, electrical, etc. These items must be purchased separately from the exhibit contractor.

TERMS OF PAYMENT & CANCELLATION

Applications must be accompanied by credit card number, check or money order made payable to HBMA in the full amount per space rental reserved. If written notice of space cancellation is postmarked by **August 13, 2010**, a full refund, less a \$100 administration fee, will be made. No refund for cancellation will be made for requests post-marked after **August 13, 2010**.

EXHIBITOR SERVICES

PME Expo Services
4630 S. Kirkman Road, Suite 128, Orlando, FL 32811
Phone (407) 654-0749 • Fax (407) 656-7234
www.pmeexpo.com

The Exhibitor Service Kit containing order forms, shipping instructions and information about exhibitor services and booth furnishings will be sent to each exhibitor via email **no later than the third week of August, 2010.**

CONFERENCE PROGRAM BOOK INFORMATION

Your company service or product description will be included in the final Conference Program Book and will also be linked to the Conference Page on the Meeting Calendar of the HBMA website. Please provide one or two paragraphs that best represent the manner in which you want to promote your company. You can include this information as you are completing your online exhibitor registration. You may also email this description to cindy@hbma.org. Please note that HBMA reserves the right to edit copy to conform to format and length limitations as necessary.

Your company logo will be included in the Exhibitor Information section of the final Conference Program Book as well as in any Sponsor recognition signage. Please submit these files via email to cindy@hbma.org. **For best results, we request Illustrator or Freehand EPS files or, if not available, then hi-res JPEG format. We cannot adequately reproduce Word document representations and are not able to use logos from websites.**

EXHIBITOR EVENTS

GRAND OPENING RECEPTION

SUNDAY, SEPTEMBER 12 • 5:30 – 7:30 PM

The Grand Opening Reception is a primary social and networking event for all conference participants. This exceptional evening is packed with interaction, including the first opportunity for participants to play the game for the HBMA sponsored drawing. The Exhibit Hall is the perfect venue to meet with your existing clients and establish relationships with new HBMA members. *See you there!*

REFRESHMENT BREAKS

Food & Refreshment Service Areas have been set aside in the Exhibit Hall that will be used as the gathering place throughout the conference. The Tuesday morning break is the Exhibit Hall closing session and will feature the traditional Exhibitor Raffle. We invite you to create added visibility by offering a door prize to be raffled off on Tuesday morning.

MONDAY, SEPTEMBER 13

Morning Break 9:30 – 10:30 AM

Afternoon Break 3:30 – 4:30 PM

TUESDAY, SEPTEMBER 14

Morning Break & Exhibitor Raffle 9:30 – 10:30 AM

**REGISTER
EARLY!**

EXHIBITOR HOSTED WINE & CHEESE RECEPTION

MONDAY, SEPTEMBER 13 • 6:00 – 7:00 PM



Each exhibitor is invited to provide a sampling of wine (average one to two bottles) for this always-popular event. Wine and glasses will be available at your exhibit for you to serve guests who visit your booth. HBMA will provide the Cheese Displays. Wine must be ordered from the enclosed wine list.

EXHIBITOR WRAP-UP SESSION

TUESDAY, SEPTEMBER 14 • 8:45 – 9:15 AM

HBMA welcomes each Exhibitor to participate in this wrap-up session to discuss your experience of the 2010 Fall Exhibitor Program. We value your input and remain dedicated to improving the effectiveness of our conferences and exhibit hall programs. Continental Breakfast will be available.

HBMA 2010 DRAWING

CASH PRIZE WORTH UP TO \$1,300.00

HBMA will again offer a cash prize drawing for conference attendees based on their visitations to exhibitor booths. The winner will receive \$25 for each stamp received from an exhibiting company on their game card. With 52 booths, the potential prize money is worth \$1300.00. The drawing will take place during the Wine & Cheese Reception on Thursday evening. Participants must be present to win.



EXHIBITOR CHECKLIST & DEADLINES

**EXHIBIT BOOTH SPACE IS LIMITED.
DON'T MISS OUT.**

JUNE 1 – JUNE 18

Pre-Registration Open for
Sponsoring Companies Only

JUNE 21 – JULY 9

On-Line Registration Open for
Returning Exhibitors Only

JULY 12– AUGUST 13

Online Registration Open for All

AUGUST 13

- Application/Contract to Exhibit Due
- Payment received by HBMA
- On-Line Booth Selection Submitted
- Product/Service Description Provided
- Logo sent to HBMA for Program Book
- Cancellation Deadline

AUGUST 20

- Final List of Exhibit Personnel
- Exhibitor Service Kits sent by PME Expo via email
- Hotel Reservations Cut-Off Date
- Conference Attendee List Sent by HBMA via email
- Final Wine Orders Due to HBMA



SPECIAL EVENTS



OFF-SITE EVENT AT THE GATEWAY ARCH (OPTIONAL EVENT)

MONDAY, SEPTEMBER 13 • 7:00 – 10:00 PM



Gateway EDI is excited to have HBMA come to St. Louis – the “Gateway to the West.” In appreciation of HBMA and to show off our hometown in style, we are pleased to invite all registered attendees, their guests, and exhibitors to a hosted reception at the Gateway Arch, where cocktails and heavy hors d'oeuvres will be provided.

A short walk from our hotel brings us to the majestic Gateway Arch – Jefferson National Expansion Memorial. Towering 630 feet over the Mississippi River, our nation's tallest man-made monument offers many exciting activities. During this time, the Arch will be open to the HBMA only. Enjoy the Arch Experience as you have access to the Visitor Center, Museum of Westward Expansion, Odyssey Theater and/or Tucker Theater, Museum Store and Levee Mercantile. Take an enclosed tram and, four minutes later, after a narrated trip, you're at the indoor Gateway Arch observation area. Plan now to join us for this very special evening event hosted by Gateway EDI.

For your information: Food & drinks are only allowed in the Visitor Center. Guests visiting the arch are subject to screening. This is a lighter version of airport screening – you can keep your shoes on, but metal goes through a belt and people through a metal detector. **Note:** This is a ticketed event. You must sign-up in advance to participate.

EXPERIENCE ALL THAT ST. LOUIS HAS TO OFFER...

- Ride 630 feet high to the top of the Gateway Arch
- See some of St. Louis' world-class FREE attractions including the Art Museum, Zoo, Science Center & History Museum
- Marvel at the gardens and historic structures within the 79 acres of the Missouri Botanical Garden
- Flirt with Lady Luck on one of the region's five glittering riverboat casinos
- Be dazzled by the largest collection of mosaic art in the world at Cathedral Basilica of St. Louis
- Take a seat in one of the live music clubs in this city where the Blues were born
- Visit the heart of St. Louis – the friendly and historic neighborhoods, each with a style and charm all its own
- Dine in style at more than a thousand one-of-a-kind restaurants and ethnic eateries
- Indulge in a shopping trip through St. Louis' major malls & antique and collectibles stores
- Find more destination information at www.explorestlouis.com



HBMA BUSINESS MEETING & AWARDS LUNCHEON (OPTIONAL EVENT)

MONDAY, SEPTEMBER 13

12:00 – 2:00 PM

Join the celebration! HBMA invites you to join us as we come together to recognize those individuals whose contributions to our association and our industry have been outstanding.

You won't want to miss this very special event and the opportunity to network and enjoy culinary delights as we honor the best and brightest within our community.

Note: This is a ticketed event. You must sign-up in advance to participate.

SILENT AUCTION ON-LINE AND ON-SITE

HBMA is pleased to announce a new format for our traditional fundraising event. This year we will offer an on-line fundraising auction prior to the silent auction in St. Louis. This allows bidding to start early and gives our members the opportunity to preview catalog items online. The on-line auction also features a “Donate an Item” button as well as a way to donate cash for those interested in contributing to the cause. High on-line bids roll-over as opening bids on silent auction items that will be available during the conference.

Watch for more information at www.hbma.org. We welcome your donations and, of course, your bids.

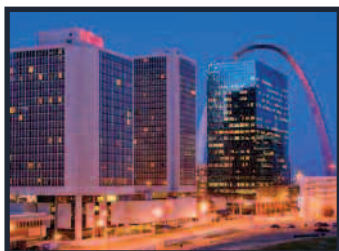


SPONSORSHIP OPPORTUNITIES



Don't miss these special opportunities to enhance your visibility and gain recognition among the membership of HBMA. In return for your contribution and support, HBMA provides a wide variety of sponsorship benefits based on your level and specific to your sponsored event.

We realize there are several organizations that you may choose to support and truly appreciate your trust in HBMA and the value and education we provide our members and industry professionals. We look forward to your continued support and to seeing you in St. Louis.



For sponsorship opportunities contact:

**Gail Sunshine or
Cindy Rounds at
(877) 640-4262**

PLATINUM LEVEL*

- Title Sponsor** \$15,000
- Banner Link on HBMA Website Conference Registration Page
 - Flash Drives with all conference materials downloaded & engraved with your logo
 - Oversized Poster in the General Session Ballroom
 - Full-page advertisement, inside front cover of Conference Program Book
 - Prime choice of Exhibit Booth Space
 - Introduction by HBMA President at the Opening General Session

GOLD LEVEL*

- Exhibit Hall Grand Opening Reception** \$10,000
- Oversized Poster in the Exhibit Hall
 - Full-page advertisement in Conference Program Book
 - Prime choice of Exhibit Booth Space
 - Opportunity to Greet Participants at the entrance door for the Opening Reception
 - Cocktail drink napkins with your logo
- Conference Bags** \$7,000
- Oversized Poster in the Registration Area
 - Full-page advertisement in the Conference Program Book
 - Choice Selection of Exhibit Booth Space
 - Company Name & Logo printed on Conference Bag
- Badge-Holder Neck Wallets** \$7,000
- Oversized Poster in the Registration Area
 - Full-page advertisement in the Conference Program Book
 - Choice Selection of Exhibit Booth Space
 - Company Name & Logo printed on Neck Wallets
- Key Cards** \$7,000
- Oversized Poster in the Registration Area
 - Full-page advertisement in the Conference Program Book
 - Choice Selection of Exhibit Booth Space
 - Company Name & Logo printed on Hotel Key Cards
- * **Platinum & Gold Level Sponsors also receive complimentary registration for the third company representative.**

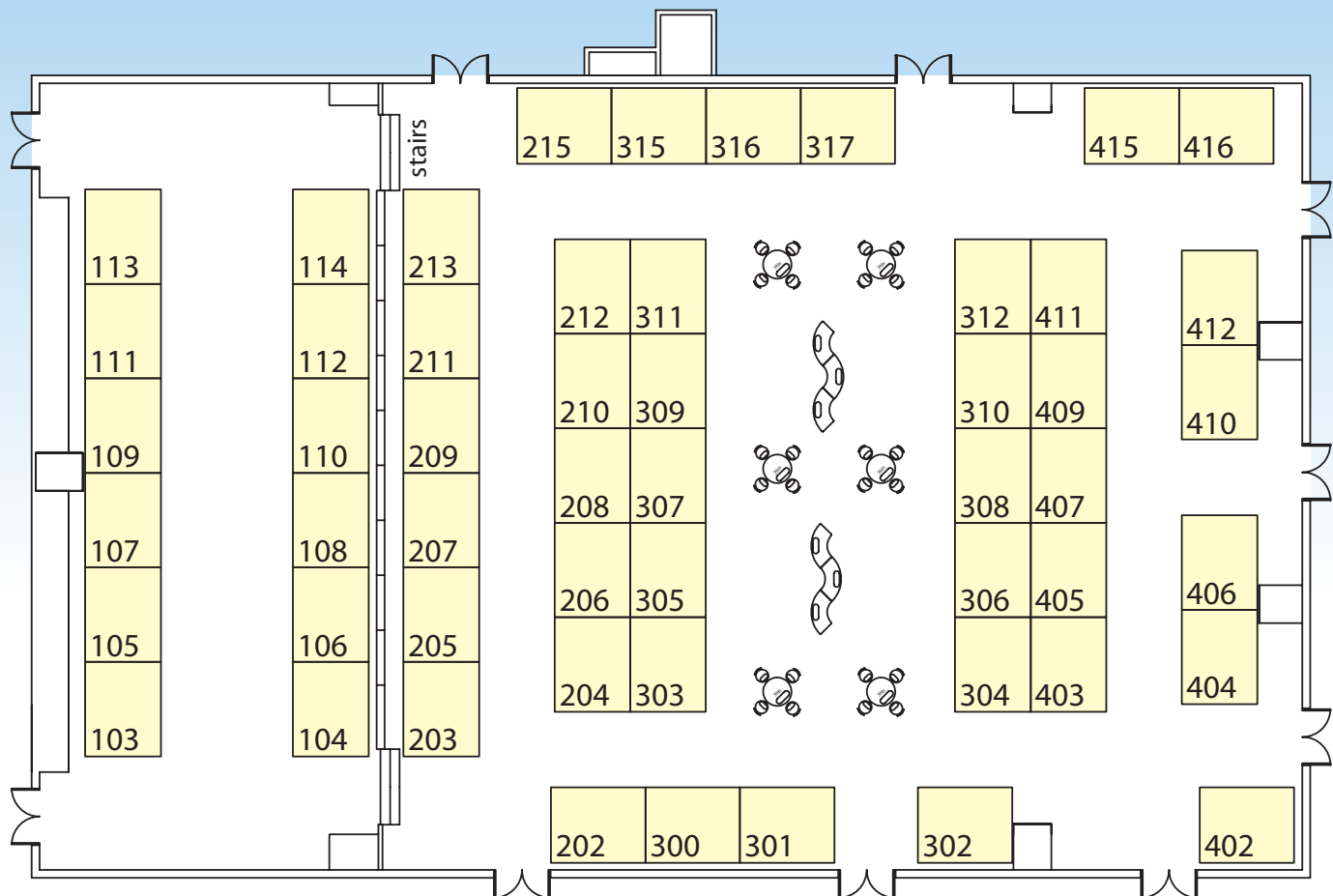
SILVER LEVEL

- Guest Speaker (Opening General Session – Tim Wright)** \$5,500
- Guest Speaker (Closing General Session – Bill Jessee)** \$5,500
- Awards Luncheon (Includes distributing awards)** \$5,000
- "E-Lounge" In Foyer Registration Area** \$5,000
(Includes Laptop Computers, Internet Connection & Printing Kiosk)
- Program Pocket Guide** \$4,000
- Morning Break with Water Bottles (Monday)** \$4,000
- Monday Afternoon Ice Cream Break (Ice-Cream Purchase Extra)** \$3,000
- Company Name & Logo imprinted on sponsored item where applicable
 - Recognition Poster displayed throughout conference
 - Recognition in the Conference Program Book

NOTE: in order to provide equal opportunities for all vendors, organizations may select the same sponsorship item only two consecutive times and should then choose an alternate option).

EXHIBITOR FLOORPLAN

HILTON ST. LOUIS AT THE BALLPARK • ST. LOUIS, MISSOURI
GRAND BALLROOM A-G



Register online at www.hbma.org or mail/fax the enclosed completed application form.

FOR SPONSORSHIP OPPORTUNITIES CONTACT:

Gail Sunshine or Cindy Rounds at (877) 640-4262

WINE ORDER FORM



The Exhibitor hosted Wine Tasting event will be held on Monday, September 13 from 5:30 – 6:30 PM. Each exhibitor is invited to provide a sampling of wine to be served to guests who visit your booth. HBMA will provide hors d'oeuvres. Wine must be ordered from this list. **Please return this order form with your payment to HBMA by August 20, 2010, to participate in this event.**

CHARDONNAY	Price	Quantity	Total
01 BV Coastal Chardonnay	\$40.00	_____	\$ _____
02 Clos du Bois Chardonnay, Sonoma	\$46.00	_____	\$ _____
03 Kendall Jackson Vintner's Reserve.	\$47.00	_____	\$ _____
04 Wild Horse, Central Coast California	\$48.00	_____	\$ _____
05 Cambria, Katherine's Vineyard	\$51.00	_____	\$ _____

OTHER WHITE WINES

06 BV Coastal Sauvignon Blanc	\$40.00	_____	\$ _____
07 Reisling, Chateau St. Michelle	\$50.00	_____	\$ _____
08 J. Bookwalter Chardonnay/Viognier	\$50.00	_____	\$ _____
09 Ferrari Carano Fume Blanc	\$54.00	_____	\$ _____
10 Kim Crawford, Sauvignon Blanc, New Zealand	\$54.00	_____	\$ _____

CABERNETS

11 Cabernet Sauvignon, BV Coastal.	\$40.00	_____	\$ _____
12 Cabernet Sauvignon, Sterling Vintners	\$46.00	_____	\$ _____
13 Murphy & Goode, Alexander Valley	\$57.00	_____	\$ _____
14 Franciscan Oakville, Napa Valley.	\$78.00	_____	\$ _____

OTHER REDS

15 Merlot, BV Coastal	\$40.00	_____	\$ _____
16 Ravenswood Zinfandel, Lodi	\$42.00	_____	\$ _____
17 Jacobs Creek Shiraz, Australia	\$45.00	_____	\$ _____
18 Geyser Peak Shiraz, Sonoma	\$48.00	_____	\$ _____
19 Estancia Merlot, Central Coast	\$51.00	_____	\$ _____
20 Dynamite Merlot, North Coast	\$54.00	_____	\$ _____
21 Cuvaion Pinot Noir, Carneros	\$67.00	_____	\$ _____

SPARKLING & BLUSH

22 Beringer White Zinfandel	\$40.00	_____	\$ _____
23 J. Brut, Russian River Valley	\$65.00	_____	\$ _____
24 Moet & Chandon Champagne, France	\$127.00	_____	\$ _____

COMPANY NAME: _____

TOTAL \$ _____

BOOTH # _____

Prices are inclusive of 22% service charge and 9.74% sales tax

RETURN THIS FORM AND YOUR PAYMENT TO:

HEALTHCARE BILLING AND MANAGEMENT ASSOCIATION
1540 S. Coast Hwy, Suite 203 • Laguna Beach, CA 92651
(877) 640-4262 • FAX (949) 376-3456





APPLICATION & CONTRACT TO EXHIBIT

Reserve your exhibit space online at www.hbma.org or return this form with payment to:

HBMA • 1540 S. Coast Hwy, Suite 203 • Laguna Beach, CA 92651 • (877) 640-4262 • Fax (949) 376-3456

EXHIBITOR INFORMATION

CONFERENCE PROGRAM LISTING

Exhibiting Organization _____
 Primary Contact _____ Title _____
 Address _____
 City, State, Zip _____
 Telephone Number () _____ Fax () _____
 E-mail Address _____ Web site _____

LOGISTICAL CONTACT (for Service Kits, Booth Assignments, Other Correspondence)

Name _____ Title _____
 Address _____
 City, State, Zip _____
 Telephone Number () _____ Fax () _____
 E-mail Address _____

BADGE INFORMATION: List all Company Representatives Attending the Conference (at right)

Exhibiting companies receive 2 (two) complimentary registrations per paid booth. One additional person may be registered for a fee of \$300. Limit of 3 (three) representatives per booth.

1. _____
 2. _____
 3. _____

SPACE REQUIREMENTS

Booth Size 8' x 10' Rates for Exhibit Space are:

HBMA Vendor Affiliate . . . \$1,995.00 per booth

HBMA Member #: _____

Non-Member Fee \$2,495.00 per booth

Exhibitors submitting this application on-line can immediately confirm booth selection. If returning this via fax or mail, please include 3 booth preferences. HBMA recommends you submit your application early. All applications will be processed on a first-come, first-served basis.

Booth Preferences: 1. _____ 2. _____ 3. _____

PAYMENT MUST BE SUBMITTED WITH APPLICATION TO EXHIBIT

TERMS OF AGREEMENT

Company Service/Product Description and Logo. Email to cindy@hbma.org: Due August 13, 2010

HBMA reserves the right to edit type to conform to format and length limit as necessary.

Exhibit Booth Rental \$ _____

Additional Representative @ \$300 each \$ _____

Sponsorship Contribution \$ _____

Wine Order (total amount due and enclose wine order form) \$ _____

TOTAL ENCLOSED \$ _____

☐ Enclosed is check made payable to "HBMA" Check# _____ Amount Paid \$ _____

☐ Credit Card ☐ Visa ☐ MasterCard ☐ American Express

Credit Card# _____ Exp. Date _____

Authorized Signature (required) _____ Date _____

- ☐ We understand and agree to abide by the HBMA Code of Ethics.
- ☐ We are interested in sponsorship opportunities. Please contact us.
- ☒ Please check here if you have special needs, including dietary.
- ☐ We will attend the Awards Luncheon. There will be _____ people attending.
- ☐ We will attend the Gateway Arch Event. There will be _____ people attending.
- ☐ We will participate in the Exhibitor Wrap-Up Session. There will be _____ people attending.

It is agreed that this application and contract resulting from its acceptance and confirmed assignment of space shall be subject to the regulations contained in "Information for Exhibitors" as contained in this brochure and on the reverse side of this application. In the event of cancellation by the exhibitor prior to **August 13, 2010**, the liability of the association shall be limited to the refunding of the amount of rental paid, less a \$100 administrative fee. Cancellation by the exhibitor after that date will result in forfeiture of the required payment. Cancellation by the exhibitor must be in writing. In case of cancellation of the meeting for reasons beyond the control of HBMA, it is understood that the liability of the association shall be limited to the refund of the amount paid.

FOR EXHIBITOR INFORMATION AND SPONSORSHIP OPPORTUNITIES, CONTACT:

Gail Sunshine (gail.sunshine@hbma.org) or Cindy Rounds (cindy@hbma.org) at 877-640-4262



APPLICATION & CONTRACT TO EXHIBIT

EXHIBITOR GUIDELINES/RULES AND REGULATIONS

THE CONTRACT AND APPLICATION TO EXHIBIT

The Contract/Application for space, the formal notice of space assignment by HBMA and the full payment of all booth fees together constitute a contract for the right to use space. HBMA reserves the right to assign and reassign the exhibit space allotted each contract as it deems necessary.

ASSIGNMENT OF BOOTH SPACE • SELF-SELECTION PROCESS

HBMA is offering you as an Exhibitor the opportunity to select your own location in the Exhibit Hall. The Exhibit Hall floor plan with booth numbers will be available on-line. Please make your selection of booth location at the time you submit your application to exhibit. Please note that once you have selected your booth, it may not be possible to change your location.

TERMS OF PAYMENT

You are urged to submit your application early. Full payment must accompany the completed application. Checks must be in US Funds, drawn on a US Bank, payable to HBMA.

BOOTH SPACE CANCELLATION/REDUCTION OF SPACE

Notification of cancellation or reduction of booth space must be in writing. Cancellations sent via fax will be accepted at 949-376-3456. Cancellations received by August 13, 2010, will be subject to a \$100 administrative fee. No refund will be made for cancellation requests postmarked after August 13, 2010.

USE OF DISPLAY SPACE

All distribution and demonstration of promotional materials must be confined to the perimeters of the exhibitor's booth.

Distribution of literature, samples, etc., by firms that are NOT participating in the technical exhibit is prohibited. Evidence of violation of this rule should be reported immediately to an HBMA representative.

STANDARDS FOR EXHIBITING

As a courtesy to participants and fellow exhibitors, exhibiting companies must open their exhibit on time and staff the booth at all times during the exhibit hours. No packing of equipment or literature, or dismantling of exhibits is permitted until exhibit closing time.

Unethical conduct or infraction of rules on the part of the exhibitor or his representative, or both, will subject the exhibitor or his representative to dismissal from the exhibit hall, in which event it is agreed that no refund will be made by HBMA.

No entertainment or social functions may be scheduled to conflict with conference program hours, exhibit hours or social events held during September 12-14, 2010.

LIABILITY

The Healthcare Billing and Management Association (HBMA), its officers, directors, agents and employees cannot guarantee against loss, theft, damage or injury connected with the exhibitor's participation in the exhibition.

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the use of the exhibition premises. The exhibitor agrees to indemnify, hold harmless and defend HBMA, Hilton At the Ballpark, St. Louis, and their respective employees and agents from any and all such losses, damages and claims. Hotel will not be responsible or liable for any loss, damage or claims arising out of exhibitor's activities on the Hotel's premises except for any claims, loss or damages arising directly from the hotel's own negligence. HBMA will not be responsible or liable for any loss, damage or claims arising out of the exhibitor's activities on the premises except for any claims, loss or damages caused by or resulting from the negligence of HBMA, its officers, directors, agents or employees.

Exhibitors understand that neither HBMA or Hilton At the Ballpark, St. Louis, maintain insurance covering exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

CONTRACTUAL AGREEMENT

It is expressly understood that in leasing and using space in the exhibit hall, the exhibitor agrees to abide by all rules and regulations; moreover, that HBMA in accepting the application for space, agrees to furnish ordinary facilities and services as enumerated in this agreement.

Any points not covered above or elsewhere on these pages are subject to a settlement by the management (HBMA). HBMA reserves the right to change or modify any rule or regulation, or any specification therein, when deemed advisable and to the best interest of the association.

In the interest of providing meeting attendees with information about the variety of products and services available to Healthcare Billing Professionals, HBMA permits companies to set up exhibits at HBMA meetings. The attendance of the exhibitors at HBMA meetings does not constitute the association's endorsement of any product or service offered. HBMA makes no representations, express or implied, regarding the nature or quality of the products or services offered by meeting exhibitors. Attendees are urged to consult with their own legal advisors before signing any contract with an exhibitor.



HBMA CODE OF ETHICS

*As an HBMA Member and/or an Exhibitor participating in an HBMA event,
I agree to abide by these principles and pledge to:*

- Exercise sensitive professional and moral judgment in all business activities
 - Act in a way that will honor the public interest and demonstrate a commitment to professionalism and competence
 - Perform all business activities with the highest sense of integrity
 - Maintain objectivity and avoid any conflict of interest
 - Exercise care and diligence in providing services
 - Maintain confidentiality of patient and client information
 - Strive to comply with all relevant Federal, State and Local laws and regulations
 - Refrain from making misleading or false statements about professional qualifications, experience, performance or results that can be achieved
-

Healthcare Billing & Management Association

1540 South Coast Hwy, Suite 203

Laguna Beach, CA 92651

(877) 640-4262 • Fax (949) 376-3456

www.hbma.org