



2011

SAN  ANTONIO

# Spring

EDUCATIONAL CONFERENCE



**APRIL 3-5, 2011**

GRAND HYATT SAN ANTONIO, TEXAS

**BIENVENIDOS A SAN ANTONIO!**

Heritage and hospitality make San Antonio a highly sought-after hot spot.

Join HBMA on the famed and newly expanded

River Walk where increased productivity and fun will create a meeting experience like no other.



**EXHIBITOR  
PROSPECTUS**



# ★ Invitation

The Healthcare Billing and Management Association invites you to join us for the Spring 2011 Conference April 3-5 at the Grand Hyatt San Antonio. 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!

## DEEP. IN THE HEART.

**Grand Hyatt San Antonio**

**600 East Market Street, San Antonio, TX 78205**

**[www.grandhyattsanantonio.com](http://www.grandhyattsanantonio.com)**

Grand Hyatt San Antonio offers everything you would expect from a four star hotel. A marvel of modern design, our host hotel puts you right in the middle of the non-stop fiesta of restaurants, nightspots, entertainment and shopping that is the River Walk.

Accommodations include king-size bedrooms and suites along with a full list of amenities and a level of comfort, luxury and service that is signature Hyatt.

Special rates offered to HBMA guests are \$195, plus tax, single/double occupancy. We highly recommend arranging for your accommodations well before the cut-off date of Thursday, March 10, 2011.

Reservations can be made through the Group Reservations Department:  
<https://resweb.passkey.com/go/HBMA2011> or via phone **1-888-421-1442**

## EXHIBITOR EVENTS

### **SUNDAY, APRIL 3**

11:00 am – 4:00 pm  
Exhibitor Move-In

1:00 pm – 1:30 pm  
President's Welcome –  
General Session  
Exhibitor Introductions and  
Acknowledgment

5:00 pm – 7:00 pm  
Exhibit Hall Grand Opening &  
Reception

### **MONDAY, APRIL 4**

9:30 am – 10:30 am  
Exhibits & Morning Refreshment  
Break

12:00 pm – 1:30 pm  
Networking Lunch (Optional)

3:00 pm – 4:00 pm  
Exhibits & Afternoon Refreshment  
Break

5:30 pm – 6:30 pm  
Exhibitor Hosted Wine &  
Cheese Reception

7:00 pm – 10:00 pm  
Off-Site Event (Optional)

### **TUESDAY, APRIL 5**

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](http://www.hbma.org) or mail or fax the enclosed Application and Contract to Exhibit today!**

### EXHIBIT SPACE & BOOTH SELECTION

Fifty-eight 8'x 10' booth spaces are available in the Texas Ballroom for the spring 2011 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 spring.

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 February 1, 2011, 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 February 1st. We apologize for any inconvenience this may cause.

#### **December 6 – December 31**

Pre-Registration Open for **Sponsoring Companies Only**

#### **January 3 – January 28**

Online Registration Open for **Returning Exhibitors Only**

#### **February 1 – March 4**

Online 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 **March 4, 2011**, a full refund, less a \$100 administration fee, will be made. No refund for cancellation will be made for requests postmarked after **March 4, 2011**.

### 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](http://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 second week of March 2011**.

## 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](mailto: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](mailto: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

**REGISTER EARLY!**

### GRAND OPENING RECEPTION

**SUNDAY, APRIL 3 • 5:00 – 7:00 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 and 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, APRIL 4

Morning Break. . . . . 9:30 – 10:30 am

Afternoon Break. . . . . 3:00 – 4:00 pm

#### TUESDAY, APRIL 5

Morning Break & Exhibitor Raffle . . . . . 9:30 – 10:30 am

### EXHIBITOR HOSTED WINE & CHEESE RECEPTION

**MONDAY, APRIL 4 • 5:30 – 6:30 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, APRIL 5 • 8:45 – 9:15 am**

HBMA welcomes each Exhibitor to participate in this wrap-up session to discuss your experience of the 2011 Spring 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 2011 DRAWING

**CASH PRIZE WORTH UP TO \$1450.00**

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 58 booths, the potential prize money is worth \$1450.00. The drawing will take place during the Wine & Cheese Reception on Thursday evening. Participants must be present to win.



## Exhibitor Checklist and Deadlines

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

#### DECEMBER 6 – DECEMBER 31

Pre-Registration Open for Sponsoring Companies Only

#### JANUARY 3 – JANUARY 28

Online Registration Open for Returning Exhibitors Only

#### FEBRUARY 1 – MARCH 4

Online Registration Open for All

#### MARCH 4

- 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

#### MARCH 10

- 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

## NETWORKING LUNCHEON

(OPTIONAL EVENT)

MONDAY, APRIL 5 • 12:00 – 1:30 pm

This networking luncheon is designed to offer conference participants the opportunity to share information with their peers. Conference attendees will choose seating at tables arranged by topics of interest for discussion. While you are welcome to participate in this social networking event, please keep in mind this event is not intended to be a venue for selling activities.

**Note:** This is a ticketed event. You must sign up in advance to participate. HBMA will provide your table assignments. You may request an all-vendor table.

## OFF-SITE SPECIAL EVENT AT THE BUCKHORN SALOON & MUSEUM

MONDAY, APRIL 5 • 7:00 – 10:00 pm

**Wrangle up some fun!** For over 129 years, the Buckhorn Saloon has been known as a gathering place for great conversation, good eats and Texas style fun. The saloon houses a curio store, an authentic shooting gallery, the Buckhorn Museum and the Texas Ranger Museum. Y'all be sure to join us for this very special evening. Yeehaw!

Gain added visibility by sponsoring this event and/or the evening's extra entertainment. Options for sponsorship abound. Contact Gail or Cindy at HBMA for more information.



## SAN ANTONIO

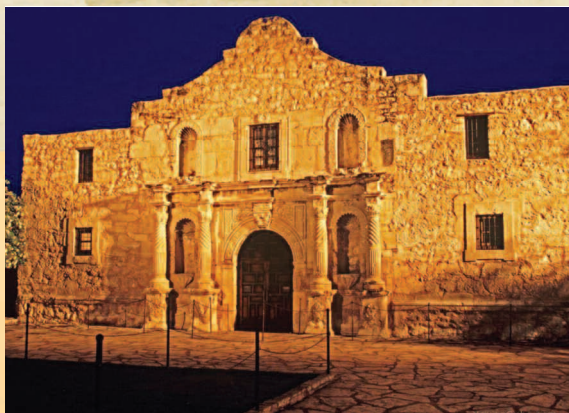
DEEP.  
IN THE  
HEART.

Dazzling and diverse, San Antonio is a city in which cutting-edge contemporary flows alongside old Spanish missions. This vibrant Southwestern city is a rich tapestry of cultures where museums, galleries and performing arts thrive. The heart of San Antonio is the River Walk – a network of cobblestone paths, gardens and patios that winds along the San Antonio River, one story below the bustling street level. Restaurants, galleries and shops line the banks of the River Walk as this urban sanctuary evokes the renowned public spaces of Europe.

Getting to San Antonio is a breeze. The San Antonio International Airport is only about 8 miles from downtown. Once here, walking is the best way to get around downtown; there is also an easy-to-use streetcar system as well as river cruisers and river taxis. Car, van and bus transportation is inexpensive and easily available.

For more information, go to [www.visitsanantonio.com](http://www.visitsanantonio.com).

**TRANSPORTATION:** SATRANS Airport Express Shuttle offers continuous service to downtown hotels with fares of \$32 Round Trip or \$18 one-way. [www.sairportshuttle.com](http://www.sairportshuttle.com)





# ★ 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 San Antonio!

**FOR SPONSORSHIP OPPORTUNITIES CONTACT:**

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

**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).

## ★ PLATINUM LEVEL

- Title Sponsor** . . . . . \$15,000
- Banner link on HBMA website conference registration page
  - Flash drives with all conference materials downloaded and 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
  - Complimentary registration for the third company representative

## ★ GOLD LEVEL

**All Gold Level Sponsors receive the following benefits in addition to those specifically designated with the sponsorship listing below.**

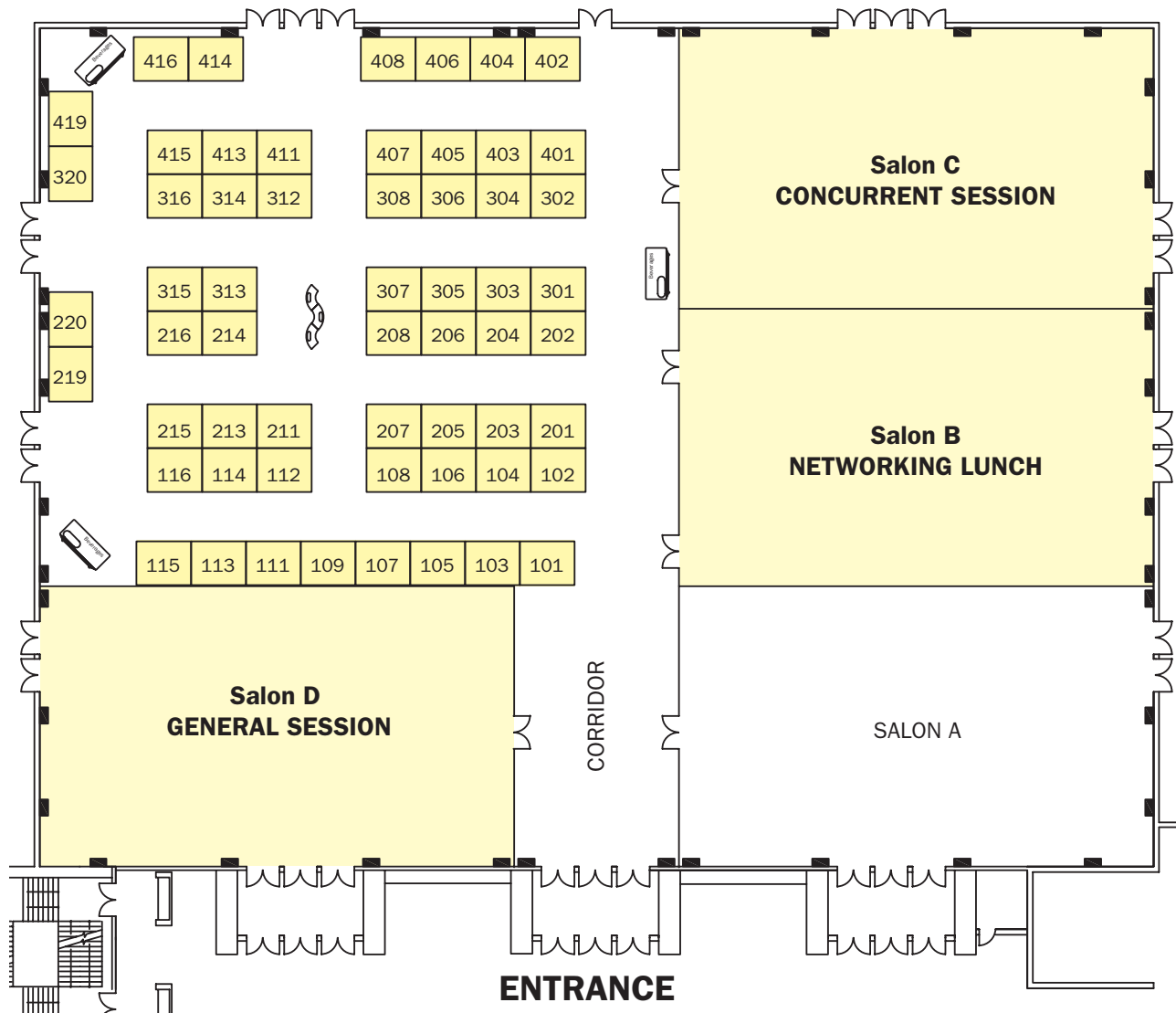
- Oversized Poster displayed throughout the conference
  - Full-page advertisement in the Conference Program Book
  - Prime choice of Exhibit Booth Space
  - Complimentary registration for the third company representative
- Exhibit Hall Grand Opening Reception** . . . . . \$10,000
- + Opportunity to Greet Participants at the entrance door for the Opening Reception
  - + Cocktail drink napkins with your logo
- Off-Site Event at the Buckhorn Saloon & Museum** . . . . . \$10,000
- + Texas souvenir item of your choice engraved with your logo
  - + Opportunity to greet guests at the event
- Entertainment at the Buckhorn Saloon & Museum** . . . . . \$7,000
- + Texas souvenir item of your choice engraved with your logo
  - + Opportunity to greet guests at the event
- Conference Bags** . . . . . \$7,000
- + Company Name & Logo printed on Conference Bag
- Badge-Holder Neck Wallets** . . . . . \$7,000
- + Company Name & Logo printed on Neck Wallets
- Key Cards** . . . . . \$7,000
- + Company Name & Logo printed on Hotel Key Cards

## ★ SILVER LEVEL

- Guest Speaker (Opening General Session)** . . . . . \$5,500
- Guest Speaker (Closing General Session)** . . . . . \$5,500
- Networking Luncheon** . . . . . \$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

# ★ Exhibitor Floorplan ★

GRAND HYATT SAN ANTONIO • TEXAS BALLROOM E/F



Register online at [www.hbma.org](http://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, April 4 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 March 10, 2011, to participate in this event.

## CHARDONNAY

|    |                                                    | Price   | Quantity | Total    |
|----|----------------------------------------------------|---------|----------|----------|
| 01 | Canvas by Michael Mondavi, Napa . . . . .          | \$45.00 | _____    | \$ _____ |
| 02 | Calina, Casablanca Valley Reserva, Chile . . . . . | \$50.00 | _____    | \$ _____ |
| 03 | Frei Brothers, Russian River Valley . . . . .      | \$51.50 | _____    | \$ _____ |
| 04 | William Hill Winery, Napa . . . . .                | \$65.00 | _____    | \$ _____ |
| 05 | Banfi, Chardonnay/Pinot Grigio, Toscana . . . . .  | \$49.00 | _____    | \$ _____ |
| 06 | Chateau Ste. Michelle, Washington . . . . .        | \$83.00 | _____    | \$ _____ |

## OTHER WHITE WINES

|    |                                                      |         |       |          |
|----|------------------------------------------------------|---------|-------|----------|
| 07 | Clean Slate, Reisling, Germany . . . . .             | \$46.00 | _____ | \$ _____ |
| 08 | Albarino, Paco & Lola, Galicia Spain . . . . .       | \$50.00 | _____ | \$ _____ |
| 09 | Pinot Grigio, Maso Canali, Italy . . . . .           | \$45.00 | _____ | \$ _____ |
| 10 | Pinot Grigio, Pighin, Italy . . . . .                | \$57.00 | _____ | \$ _____ |
| 11 | Sauvignon Blanc, Bonterra, Lake Mendocino . . . . .  | \$51.50 | _____ | \$ _____ |
| 12 | Sauvignon Blanc, Silver Birch, New Zealand . . . . . | \$46.00 | _____ | \$ _____ |
| 13 | Sancerre, Michel Redde, Loire, France . . . . .      | \$78.00 | _____ | \$ _____ |

## CABERNETS

|    |                                                       |         |       |          |
|----|-------------------------------------------------------|---------|-------|----------|
| 14 | Cabernet Sauvignon, Canvas, Michael Mondavi . . . . . | \$45.00 | _____ | \$ _____ |
| 15 | Cabernet Sauvignon, Ghost Pines, California . . . . . | \$65.00 | _____ | \$ _____ |
| 16 | Cabernet Sauvignon, Louis Martini, Napa . . . . .     | \$59.00 | _____ | \$ _____ |
| 17 | Cabernet Sauvignon, Rodney Strong, Sonoma . . . . .   | \$65.00 | _____ | \$ _____ |

## OTHER REDS

|    |                                                          |          |       |          |
|----|----------------------------------------------------------|----------|-------|----------|
| 18 | Merlot, Canvas by Michael Mondavi . . . . .              | \$45.00  | _____ | \$ _____ |
| 19 | Merlot, Napa Cellars, 2005 . . . . .                     | \$66.00  | _____ | \$ _____ |
| 20 | Pinot Noir, De Loach, California . . . . .               | \$47.50  | _____ | \$ _____ |
| 21 | Pinot Noir, Willamette Valley Vineyards . . . . .        | \$69.00  | _____ | \$ _____ |
| 22 | Pinot Noir, MacMurray Ranch, Sonoma . . . . .            | \$59.00  | _____ | \$ _____ |
| 23 | Pinot Noir, Cuvaison, Carneros, California . . . . .     | \$92.00  | _____ | \$ _____ |
| 24 | Malbec, Don Miguel Gascon, Argentina . . . . .           | \$58.00  | _____ | \$ _____ |
| 25 | Malbec, TriVento Select, Argentina, . . . . .            | \$47.50  | _____ | \$ _____ |
| 26 | Shiraz, Razor's Edge, Australia, . . . . .               | \$47.50  | _____ | \$ _____ |
| 27 | Chianti Rufina, Marchesi di Frescobaldi, Italy . . . . . | \$69.00  | _____ | \$ _____ |
| 28 | Chateaufeuf-du-Pape, Rhone, France . . . . .             | \$107.00 | _____ | \$ _____ |

## CHAMPAGNE & SPARKLING WINES

|    |                                                       |          |       |          |
|----|-------------------------------------------------------|----------|-------|----------|
| 29 | Brut Reserva, Segura Viudas, Spain . . . . .          | \$42.00  | _____ | \$ _____ |
| 30 | Grand Brut Champagne, Perrier Jouet, France . . . . . | \$132.00 | _____ | \$ _____ |

COMPANY NAME: \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

BOOTH # \_\_\_\_\_

*Prices are inclusive of 22% service charge and 8.125% 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](http://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](mailto:cindy@hbma.org): **Due March 4, 2011**

*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 Networking Luncheon. There will be \_\_\_\_\_ people attending.
- We will attend the Off-Site 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 **March 4, 2011**, 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 after that date will result in forfeiture of the required payment. Cancellation by the exhibitor after that date will result in forfeiture of the required payment. 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@hbma.org](mailto:gail@hbma.org)) or Cindy Rounds ([cindy@hbma.org](mailto: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 March 4, 2011, will be subject to a \$100 administrative fee. No refund will be made for cancellation requests postmarked after March 4, 2011.

#### 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 April 3-5, 2011.

#### 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, Grand Hyatt San Antonio, 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 Grand Hyatt San Antonio, 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

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*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
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### **Healthcare Billing & Management Association**

1540 South Coast Hwy, Suite 203

Laguna Beach, CA 92651

(877) 640-4262 • Fax (949) 376-3456

[www.hbma.org](http://www.hbma.org)