



The National Conference on Ambulance  
Revenue Cycle Management and Compliance

# Sponsor & Exhibitor Information

**Fall 2018** | Hershey, PA

Exhibit Dates: October 22-24, 2018

**Spring 2019** | West • Central • South

Exhibit Dates: Las Vegas, NV – March 5-7, 2019

St. Louis, MO – April 16-18, 2019

Clearwater Beach, FL – June 4-6, 2019



*Increase Your Visibility*

Be a sponsor and exhibitor at abc<sup>360</sup>

# What is

## abc<sup>360</sup> – The National Conference on Ambulance Revenue Cycle Management and Compliance

For over 10 years we have provided the nation's best and *most interactive* ambulance billing education. Our format provides a broader focus on the *entire* ambulance revenue cycle.

# Who attends

**abc<sup>360</sup> participants represent a cross-section of the entire ambulance industry — not merely one segment of it!**

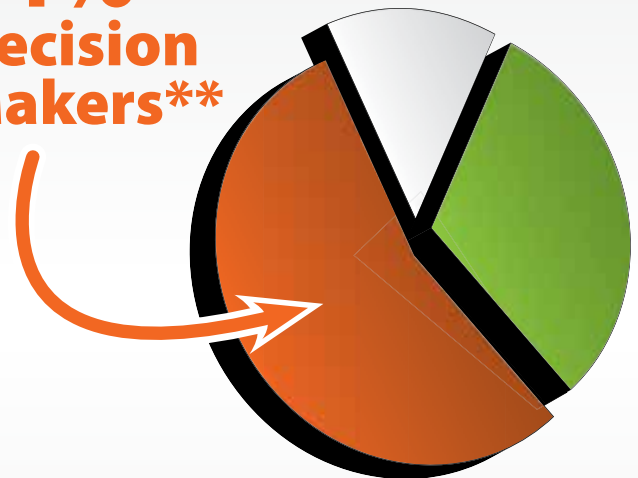
### Participants Include:

- Certified Ambulance Coders® (CAC™)
- Certified Ambulance Compliance Officers™ (CACO®)
- Certified Ambulance Privacy Officers™ (CAPO®)
- Certified Ambulance Documentation Specialists™ (CADS®)
- Private Ambulance Services (for-profit and non-profit)
- Public and fire-based EMS agencies
- Billing companies
- Consultants
- Human Resource Professionals
- Other industry-related entities

**abc<sup>360</sup> has become the premier ambulance revenue cycle management and compliance event in the United States, attended by several thousand ambulance professionals from around the country.**

### ATTENDEE PROFILE\*

**54%  
Decision  
Makers\*\***



**30% – Billers/Coders**

**16% – Other Attendees**

(EMS Providers, Human Resources, Specialists and Coordinators, etc.)

\* Attendee data gathered across the complete four conference events held in 2017

\*\* Includes: Presidents, CEOs, Owners, Chiefs, Directors, Managers, Supervisors and other EMS Leaders.

# 6 reasons to participate at



- Reach a highly specialized audience
- Meet EMS leaders from across the country who attend to hear the renowned speakers of PWW
- Receive numerous opportunities to interact with *key decision makers*
- Increase visibility with diverse sponsorship opportunities and affordable exhibit fees
- Educate potential customers about your products and services
- Benefit from unopposed exhibit time all 3 days

All EMS industry-related companies are invited to be a sponsor and exhibit at abc<sup>360</sup>. It's a great way to maximize your exposure, network with customers, and discover new prospects.

Opportunities are limited, so confirm your participation today!

“The abc<sup>360</sup> conferences are most definitely a notch above all the other conferences we are attending!”

— Sponsor





## Exhibitor

# opportunities

### Exhibiting at XI and abc<sup>360</sup>

Three full days! Participating as an exhibitor provides a unique, two-way opportunity for you to meet and network. The exhibit area is arranged to ensure heavy traffic between education sessions and during meal functions.

### Exhibiting Benefits

- Acknowledgement listing on the abc<sup>360</sup> conference website, verbal acknowledgement during opening sessions.
- One (1) draped tabletop space, 2 chairs, electricity.
  - **No charge for carpet!**
  - **No charge for electric!**
  - **No charge for your draped table and chairs!**
- Food and beverage for two (2) booth representatives (XI and abc<sup>360</sup> breakfast, breaks, and lunches). Any additional "exhibit-only" representatives may attend for a discounted \$395 rate.
- One seat at XI and one seat at abc<sup>360</sup> are available for one booth representative per conference at no additional charge. Any additional booth representative(s) planning to attend the abc<sup>360</sup> and/or XI conference are subject to the corresponding conference registration fee.
- List of attendee names given on-site followed by an attendee list that includes postal service mailing address after the conclusion of the conference.

### Exhibitor Cost

*Exhibit fee discount pricing is available if exhibiting at all our locations.*

Additional fees for audiovisual equipment, shipping, and wireless or wired internet access are the responsibility of the exhibiting company.

**Exhibit at all 4 locations and receive a deep discounted rate!**

**One Conference Rate: \$1,650**  
**Four Conference Rate: \$5,100**

“ We exhibit at a lot of shows; abc<sup>360</sup> continues to be the right audience for us and continues to perform well. This conference even does better than our association shows. ” — *Exhibitor*





# Sponsorship

# opportunities

*Sponsoring an event at abc<sup>360</sup> maximizes your company's visibility and puts your name in front of industry decision makers.*

Prominent signs and recognition are given to each event sponsor. **Sign up to be a sponsor for maximum visibility.** Sponsorships are assigned on a first-come, first-served basis.

Food functions are a major draw for conference attendees. These breaks provide sponsors with prime opportunities to have direct contact with the attendees, as well as generate traffic to the sponsor's booth and increased overall exposure within the exhibit hall.

## MEAL OR BREAK SPONSOR

### One (1) exhibit space included

- Prime acknowledgement
- Listing in abc<sup>360</sup> promotional emails
- Company logo (with website link) displayed on the abc<sup>360</sup> conference website
- Pre-registered attendee list (includes postal service mailing address only) for your pre-conference marketing efforts.
- Onsite signage recognizing your company as an XI or abc<sup>360</sup> sponsor
- One (1) complimentary conference registration for XI or abc<sup>360</sup>
- Verbal acknowledgement during the opening session, including company logo on the main XI or abc<sup>360</sup> presentation screen
- Final attendee list (includes postal service mailing address only) after the conclusion of the conference

*Luncheon sponsors receive the meal/break benefits plus:*

- Address the XI or abc<sup>360</sup> audience during a general session for approximately 5 minutes at a time TBD by the PWW Media staff
- Inclusion of promotional flyer\* in the conference registration/ attendee bag (this can be used as a visual aid during your brief presentation)
- Two (2) complimentary conference registrations
  - XI Breakfast Sponsors — **\$2,500** (4 available)
  - XI Break Sponsor — **\$2,000** (8 available)
  - XI Luncheon Sponsor — **\$3,000** (4 available)
  - abc<sup>360</sup> Break Sponsor — **\$2,500** (16 available)
  - abc<sup>360</sup> Breakfast Sponsor — **\$3,000** (8 available)
  - abc<sup>360</sup> Luncheon Sponsor — **\$4,500** (8 available)

\* Materials can be up to 8.5"x11" and must be furnished by sponsor to PWW Media four weeks in advance of the event.

## Multiple Sponsorship Discounts

If you are interested in becoming a conference sponsor for *multiple Meal/Break opportunities*, there is a **10% discount for 2 locations/opportunities and a 15% discount for 3 or more locations/opportunities.** PWW Media reserves the right to make the final sponsorship event assignments.

“As a vendor, it's nice to know attendees will repeatedly walk right by your booth, which is leaps and bounds better than a lot of shows.”

— Exhibitor



# Sponsorship

# opportunities



### **Reach owners, supervisors, directors and chiefs!**

The PWW Media Executive Institute (“XI”) is a high level, intensive, all-day workshop for EMS leaders, chiefs, HR managers and compliance professionals.

### **XI ATTENDEE GIVEAWAY**

Your company’s name and logo will appear on the official gift for XI attendees at all four conference locations!

**\$4,500** (sole sponsorship)

### **XI RECEPTION**

This is a great opportunity to gain visibility in front of conference attendees in a relaxed, well-attended environment. Your company name and logo will be prominently displayed on signs next to the beverage servicing station, and additional signs will be posted at the entrance to the reception area. The sponsor will have the opportunity to address the XI audience prior to the reception, for approximately 3 minutes, at a time TBD by PWW Media staff.

**\$2,500** (sole sponsorship)

### **abc<sup>360</sup> RECEPTION** (Hershey location only)

This is a great opportunity to reach conference attendees in a fun, engaging environment. Your company name and logo will be prominently displayed on signs next to all food and beverage servicing stations, and additional signs will be posted at the entrance to the reception area. The sponsor will have the option to use branded items for decorating the reception area and have the opportunity to address the audience for approximately 3 minutes.

**\$5,000** (sole sponsorship)



### **abc<sup>360</sup> CONFERENCE BAG**

See your brand walking around the conference by becoming the sponsor of these high quality bags. Every attendee at all four conference locations receives one conference bag that is stuffed with all the conference materials they need (including one piece of your company’s 8 ½” x 11” marketing material). Attendees use the bags throughout the conference, giving your brand repeated exposure — not just to the person carrying the bag, but to everyone who sees it at and after the conference. Your company’s name & logo (2 color limitation) will appear on the official conference bag at all 4 conferences. These bags are a valuable commodity and an essential resource for the attendee experience. This sponsorship is reaching thousands of attendees since it covers all four conference locations. One XI/abc<sup>360</sup> conference registration at a 2018-19 conference location is included with this abc<sup>360</sup> conference bag sponsorship.

**\$6,500** (sole sponsorship)

**For all four conferences, you will be the ONLY sponsor!!!**

“Other conferences and trade shows do not work with exhibitors as well as abc<sup>360</sup> does with directing the attendees.”

— Exhibitor



# Sponsorship

# opportunities

## abc<sup>360</sup> CONFERENCE LANYARDS

1,000+ conference attendees are required to wear name badges at all times. Your logo branded on the lanyard is the perfect way to highlight your company's name, logo or website. This is an exclusive opportunity allowing you to promote your organization at all four conference locations with just one sponsorship!

**\$4,500** (sole sponsorship)

**For all four conferences, you will be the ONLY sponsor!!!**

## abc<sup>360</sup> PREMIER GIVEAWAY

Sponsor the attendee gift/giveaway complete with your logo. The same gift will be given to each abc<sup>360</sup> attendee at **all four conference locations!**

Promotional items are selected based on items that attendees will use long after the conference concludes, providing maximum marketing impact.

This exclusive sponsorship opportunity is limited to one qualified applicant, and is reserved on a first-come, first-served basis.

**\$5,500** (sole sponsorship)

**For all four conferences, you will be the ONLY sponsor!!!**

## abc<sup>360</sup> POCKET SIZE SCHEDULE "AT-A-GLANCE"

Let your company's name and logo be the first thing our attendees see each time they look at the schedule for the many educational and fun sessions during the full 2 days of the abc<sup>360</sup> conference. Whether checking the breakfast, refreshment breaks and lunches with the vendors or the many break-out session options, the attendees will see your company's name and logo prominently displayed as a proud sponsor of the abc<sup>360</sup> conference(s).

**\$1,200/location** or **\$4,000 for ALL four locations**

(sole sponsorship per location)

## HCPCS CODE SHEET

Your company's advertisement will be exclusively featured on the popular HCPCS reference sheet given to all attendees.

**\$1,000/location** or **\$2,700 for ALL four locations**

(sole sponsorship per location)



“I was able to mingle and converse with many of the vendors during the ample time allotted during breaks. Exhibitors are great, always very welcoming!”

— Attendee



# Sponsorship

# opportunities

## PROMOTIONAL ITEM DISTRIBUTION

*(Limited number of opportunities per location)*

Companies who desire distribution of promotional merchandise at the event have the option to include their item directly in the conference bag. With the distribution of your promotional item (item must receive prior approval from conference director), you can be assured that the most qualified industry professionals will know about your company, product, or service. Distributing your company item will also create a marketing impact that continues even after the conference is over.

**\$1,000**

*Please note: Companies are responsible for all costs, including production and shipping.*

“As a “newbie”, I learned a great deal of information. I found the conference to be of great value.”

— Attendee

## EMAIL BLAST

*(Limited number of opportunities per location)*

One email blast sent out to attendees on behalf of your company prior to the event. Get a head start on your company’s marketing efforts and prepare the conference attendees to visit with you onsite.

**\$1,000/location** or **\$2,700 for ALL four locations**

## AUDIENCE RESPONSE (ARS)

During many of our presentations we use an audience interaction tool to gather valuable interaction insights, drive meaningful conversations and engage attendees with live polls. Each time a presenter uses the ARS, the audience will see your company logo and website link.

**\$1,000/location**

Included in your ARS sponsorship:

- Logo (with active website link) and marketing information included on:
  - All conference related email blasts
  - abc<sup>360</sup> conference website
- Verbal acknowledgement during the opening session, including company logo on the main presentation screen

## PRIZES

Drive traffic to your booth, websites and social media outlets during the conference. We encourage you to give away prizes to assist with your marketing efforts. This allows you to draw the winning ticket and contact the winner to better maximize any on-site social media exposure. Announce and post a picture of yourself at your booth with the winner.

**We highly recommend our vendors use their social media outlets as immediate marketing tools. Feel free to post onsite photos of your booth “on location” at #abc360edu on your Facebook pages, twitter account etc.**





# Sponsorship

# opportunities

## abc<sup>360</sup> UPDATE WEBINARS\*

*(Sole sponsorship per webinar)*

The abc<sup>360</sup> update webinars keep attendees current with all that is happening in Medicare and other critical reimbursement rules all year long! These special abc<sup>360</sup> Update Webinars are included with the early bird conference registration. However, due to overwhelming interest, we have opened our exclusive abc<sup>360</sup> webinars to all Page, Wolfberg & Wirth, NAAC and PWW Media customers. These webinars reach over 40,000 people!

**\$1,200** (3 available)

Included in your webinar sponsorship:

- Logo (with active website link) and marketing information included on:
  - All webinar related email blasts
  - Social networking posts relating to webinar
  - PWW Media website — webinar information page
- Acknowledgement by presenter(s) prior to the start of the webinar
- Sponsorship noted on handout materials distributed to all webinar attendees

\*Other Webinar Sponsorship opportunities may become available throughout the year. Pricing & benefits are the same. These are on a first-come, first-served basis. If interested, please complete the application and contact the office for more information.

## OTHER OPPORTUNITIES

PWW Media will consider other sponsorship ideas that you might have, especially if the opportunity relates to attendee education and improving the performance of their organizations. Please contact Jill Wirth, Customer Service Support, at 717-254-9115 to discuss your ideas.

**For more information on sponsorship or advertising opportunities, please contact PWW Media at (844) 753-2290 or (717) 620-2521 with specific suggestions or requests.**

“Overall, was a great experience and was very educational for me. Will be looking forward to next year’s event!” — Attendee





# Suitcasing policy

## WHAT IS SUITCASING?

Suitcasing is a parasitic business practice in which unethical companies will gain access to an event by obtaining some type of event credential (attendee badge, expo-only badge, etc.) and then solicit business in the aisles or other public spaces used for the conference. This practice skirts the support of the organizer and the industry. This does not pertain solely to soliciting the attendees of an event. As we all know, some of your biggest customers/vendors can be other exhibiting companies. So, when a salesperson for “Joe’s Manufacturing” (who is not exhibiting) shows up in your booth in an attempt to earn your business as a sub on your next big contract, they are suitcasing.

PWW Media, Inc. has a zero-tolerance policy regarding suitcasing. Please note that while all meeting attendees are invited to the exhibit floor, any attendee who is observed to be soliciting business in the aisles or other public spaces, or in another company’s booth, will be asked to leave immediately.

PWW Media, Inc. recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite, a restaurant, or any other public place in proximity to our event. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. It is for this reason PWW Media must be informed of any hospitality suites, and expressed consent must be given prior to the event.

## THE SUITCASING PREVENTION TEAM

PWW Media has created a Suitcasing Prevention Team that will be in place for the duration of the conference. The team will consist of PWW Media staff, conference security and the most important member of the team, YOU! Exhibitors will be our greatest asset in preventing suitcasing since there are so many of you, and you are everywhere.

## WHAT TO LOOK FOR

Identifying potential “suitcasers” is fairly simple, given the nature of our events. Look for those non-exhibitor attendees who appear to be initiating contact in the aisles or in booths. Any attendee who appears to be handing anything out in the aisles is suspect, because as we all know, distribution of anything is restricted to one’s booth space unless otherwise approved by PWW Media.

## WHAT CAN YOU DO?

Please report any violations you observe to the exhibit manager, other PWW Media staff or conference security. The exhibit manager will investigate all complaints of suitcasing. Upon receipt of a complaint from an exhibitor, PWW Media will review the complaint with the reporting party and, if possible, observe the suspected suitcaser. PWW Media will then address the issue directly with the subject of the complaint. If found to be valid, the complaint will be resolved by offering the suitcasing company the option of immediately purchasing booth space on the floor (if available) or surrendering the conference credentials and leaving the premises at once.

# Application – Part One

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

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

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

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

**SPONSORS** Please check your sponsorship preference(s):

	PA	NV	MO	FL
<b>XI Breakfast Sponsor — \$2,500 — exhibit booth included</b> (4 available)				
<b>XI Break Sponsor — \$2,000 — exhibit booth included</b> (8 available)				
<b>XI Luncheon Sponsor — \$3,000 — exhibit booth included</b> (4 available)				
<b>XI Attendee Giveaway Sponsor — \$4,500</b>				
<b>XI Reception Sponsor — \$2,500</b>				
<b>abc<sup>360</sup> Break Sponsor — \$2,500 — exhibit booth included</b> (16 available)				
<b>abc<sup>360</sup> Breakfast Sponsor — \$3,000 — exhibit booth included</b> (8 available)				
<b>abc<sup>360</sup> Luncheon Sponsor — \$4,500 — exhibit booth included</b> (8 available)				
<b>abc<sup>360</sup> Reception — \$5,000</b>				
<b>abc<sup>360</sup> Conference Bag — \$6,500</b>				
<b>abc<sup>360</sup> Conference Lanyards — \$4,500</b>				
<b>abc<sup>360</sup> Premier Giveaway — \$5,500</b>				
<b>abc<sup>360</sup> Schedule At-A-Glance Sponsor — \$1,200/location or \$4,000/all four locations</b>				
<b>HCPCS Code Sheet — \$1,000/location or \$2,700/all four locations</b>				
<b>abc360 Promotional Item Distribution — \$1,000</b>				
<b>Email Blast Sponsorship — \$1,000/location or \$2,700/all four locations</b>				
<b>Audience Response Sponsorship — \$1,000/location</b>				
<b>abc360 Update Webinars — \$1,200/Webinar</b>	Part 1 <input type="checkbox"/>	Part 2 <input type="checkbox"/>	Part 3 <input type="checkbox"/>	
<b>Webinar Sponsorship — \$1,200/Webinar</b>				
<b>TOTAL</b>				

**Multiple Sponsorship Discounts:** If you are interested in becoming a conference sponsor for *multiple Meal/Break opportunities*, there is a **10% discount for 2 locations/opportunities** and a **15% discount for 3 or more locations/opportunities**. PWW Media reserves the right to make the final sponsorship event assignments.

## Application – Part Two

*Please note* — There are a limited number of exhibit spaces and sponsorships available. Exhibit spaces are assigned on a first-come, first-served basis. Application is subject to acceptance by PWW Media, Inc.

### EXHIBITORS

Please select conference location(s): \$1,650 / location:

PA  NV  MO  FL

Exhibit at all four locations: \$5,100

A PWW Media staff member will contact you after the application approval process to confirm your booth representatives and their contact information.

**Terms and Conditions:** All exhibitor and sponsor agreements are subject to acceptance by PWW Media. Payment is due with the Exhibitor and Sponsor Registration Form unless other arrangements are approved by PWW Media. PWW Media reserves the right to make all space assignments and all decisions concerning signage and other sponsor/exhibitor recognition, though we will make every effort to accommodate all reasonable requests. Sponsorship/exhibitor agreements are subject to cancellation or termination by PWW Media for just cause. Exhibits will be located in or immediately adjacent to the main meeting room, so flashing lights, noise emitting devices and other distractions that might interfere with the educational program cannot be utilized. Due to the nature of the event, we cannot make refunds for cancellation of sponsorships or exhibitor spaces. PWW Media reserves the right to cancel any event due to inclement weather, travel impediments, or any situation which would make the event non-viable. If PWW Media cancels or postpones an event, vendors will be offered the option of (a) transferring their registration to another PWW Media event within 12 months with full credit, or (b) a full refund. PWW Media accepts no responsibility for vendor's travel arrangements or any other actual or consequential damages, costs, fees, charges or expenses due to cancellation or postponement of conference. Vendors who are "no-shows" for an event will not qualify for a refund. All other abc<sup>360</sup> attendee rules apply.

**Exhibitor Liability:** The exhibitor assumes responsibility and agrees to indemnify and hold harmless PWW Media and their respective employees and agents against any claims and expenses arising out of the use of the exhibit location. The exhibitor understands that PWW Media does not maintain insurance covering the exhibitor's property. The exhibitor is solely responsible for obtaining insurance. Attendance estimates and attendance figures from previous events are not a guarantee of attendance at future events. If you have any questions about exhibiting or sponsoring an event, please contact Jill Wirth, Customer Service Support, at 717-254-9115 or by email at [jill@pwwmedia.com](mailto:jill@pwwmedia.com).

**Approval:** The Company hereby agrees to Sponsor the event(s) and/or participate as an Exhibitor as indicated above, and agrees to the terms and conditions set forth in the Sponsorship and Exhibitor Application. The person signing this Application expressly represents that he or she is authorized by the Company to do so.

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

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

**Payment Information:** Total Amount Due: \_\_\_\_\_

Check enclosed  
 American Express  Visa  MasterCard  Discover

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_ Security Code: \_\_\_\_\_

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

Please submit your completed registration application to Jill Wirth via:

Mail: PWW Media, Inc.  
5010 E. Trindle Road, Suite 202  
Mechanicsburg, PA 17050

Fax: 717-691-1226

Email: [jill@pwwmedia.com](mailto:jill@pwwmedia.com)

If you choose to mail or fax your completed application, please email Jill Wirth at [jill@pwwmedia.com](mailto:jill@pwwmedia.com) or call 717-254-9115 to notify her that the application is being sent. She will confirm receipt of the application.

