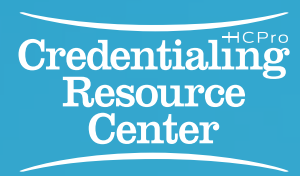




HCP Pro



2012

**Credentialing Resource Center/
Association for Healthcare
Accreditation Professionals
—Annual Conference—
EXHIBITOR PROSPECTUS**

**RESERVE
YOUR
SPACE
TODAY!**

May 10–11, 2012

Hilton, Walt Disney World Resort | Lake Buena Vista, FL

www.hcpro.com

2012 CRC/AHAP —ANNUAL— CONFERENCE

HPro, Inc. | 75 Sylvan Street, Suite A-101, Danvers, MA 01923 | 781/535-4926 | www.hcpro.com

I'm happy to invite you to the 2012 CRC/AHAP Annual Conference presented by HPro, Inc. in Lake Buena Vista, FL. We greatly appreciate your interest in joining us. With more than 300 attendees and 15 exhibiting companies expected, this is an exciting event for medical staff leaders and credentialing, accreditation, and quality professionals dedicated to mastering the challenges in their field.

Two of HPro's premier brands will host a variety of attendees from across the healthcare spectrum:

- The **Credentialing Resource Center (CRC)** offers medical staff services professionals and medical staff leaders practical advice, training resources, and sample tools to tackle competency assessment, credentialing, privileging, and accreditation and regulatory challenges.
- The **Association for Healthcare Accreditation Professionals (AHAP)** is the only association of its kind exclusively for healthcare professionals involved in accreditation. This elite club helps members maintain a successful accreditation program and achieve professional growth.

Our exhibit hall offers organizations the opportunity to interact with attendees from across a variety of healthcare disciplines and to demonstrate their commitment to improving the profession. Last year, we hosted companies offering software solutions, consulting, and many other services. The exhibit hall was teeming with activity and provided networking opportunities for attendees and exhibitors.

I would be happy to tell you more about HPro, the CRC Symposium, and AHAP to help you determine how your company would benefit from joining our growing list of sponsoring organizations. On behalf of HPro, thank you for considering this opportunity and I hope to see you in May!



Paul Mattioli
National Sales Director
pmattioli@hcpro.com

2012 CRC/AHAP —ANNUAL— CONFERENCE

Join credentialing, medical staff, and accreditation professionals from across the nation for this unique, one-of-a-kind conference featuring seminars that reach healthcare professionals, including:

- Accreditation Professionals
- Credentialing Committee Members and Chairs
- Credentialing Professionals
- Directors of Medical Staff Services
- Medical Executive Committee Members
- Medical Staff Coordinators
- Nursing Managers/Directors
- Patient Safety Officers
- Performance Improvement Directors
- Quality Managers/Directors
- Risk Managers
- Survey Coordinators
- VPMAs

CRC EXHIBIT SCHEDULE

Wednesday, May 9, 2012

4:00 PM–6:00 PM

Exhibitor Setup/Registration

Thursday, May 10, 2012

7:00 AM–4:00 PM

Exhibits Open

7:00 AM–8:00 AM

Breakfast in Exhibit Hall

9:15 AM–9:30 AM

Break in Exhibit Hall

12:00 PM–1:30 PM

Lunch (Exhibits Open)

1:30 PM–4:00 PM

Exhibits Open

Friday, May 11, 2012

7:00 AM–2:00 PM

Exhibits Open

7:00 AM–8:00 AM

Breakfast in Exhibit Hall

9:30 AM–9:45 AM

Break in Exhibit Hall

12:30 PM–1:45 PM

Lunch (Exhibit Hall Open)

1:30 PM–2:00 PM

Exhibits Open

2:00 PM–4:00 PM

Exhibit Dismantling

Schedule subject to change.

AHAP EXHIBIT SCHEDULE

Wednesday, May 9, 2012

4:00 PM–6:00 PM

Exhibitor Setup/Registration

Thursday, May 10, 2012

7:00 AM–4:00 PM

Exhibits Open

7:00 AM–8:00 AM

Breakfast in Exhibit Hall

9:15 AM–9:30 AM

11:15 AM–11:30 AM
Break in Exhibit Hall

12:30 PM–2:00 PM

Lunch (Exhibits Open)

2:00 PM–4:30 PM

Exhibits Open

Friday, May 11, 2012

7:00 AM–2:00 PM

Exhibits Open

7:00 AM–8:00 AM

Breakfast in Exhibit Hall

9:30 AM–9:45 AM

10:45 AM–11:00 AM
Break in Exhibit Hall

12:30 PM–2:00 PM

Lunch (Exhibit Hall Open)

2:00 PM–4:00 PM

Exhibit Dismantling

Schedule subject to change.

PAST EXHIBITORS

- ACS MIDAS+ (A Xerox Company)
- American Medical Association (AMA)
- Cactus Software
- CertiFACTS On-Line
- CPR Technologies
- Executive Health Resources, Inc.
- HealthLine Systems
- IntelliSoft Group
- The Joint Commission
- National Government Services
- PolicyTech
- Peminic
- Policy Technologies
- Quantros, Inc.
- Smith Seckman Reid, Inc.

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Platinum Sponsorship • \$8,000

- Double booth (10' x 20')
- Company name and/or logo will appear on the name badge lanyard
- Full-page, four-color ad in the Exhibitor Directory
- Company collateral inserted into conference bag
- Sponsor acknowledgment and logo on Exhibitor Directory and event signage
- Two full conference passes
- Sponsor logo, description, and hyperlink to your website on the CRC or AHAP Web site
- Two-time use of conference direct mail attendee list for pre- and post-conference mailings
- Company description with logo in Exhibitor Directory

Gold Sponsorship • \$7,000

- Single booth (10' x 10')
- Full-page, four-color ad in the Exhibitor Directory
- Sponsor acknowledgment and logo on Exhibitor Directory and event signage
- Company collateral inserted into conference bag
- One full conference pass
- Sponsor logo, description, and hyperlink to your website on the CRC or AHAP Web site
- One-time use of conference direct mail attendee list for pre-conference mailing
- Company description with logo in Exhibitor Directory

SPECIAL SPONSORSHIP OPPORTUNITIES

Conference T-shirts • \$7,500

Your company logo and message will be printed on a t-shirt and provided to each attendee.

Conference Tote Bags • \$5,000

Your company logo will appear on all conference bags, provided to each attendee.

USB Flash Drive • \$5,000

Your company logo will appear on all conference flash drives provided to all attendees. You may also pre-load one piece of material to each drive.

Breakfast Coffee Mugs • \$5,000

Your company logo will appear on coffee mugs given to each continental breakfast attendee.

Lanyards • \$1,000

Your company logo and message will be printed on lanyards and provided to each attendee.

Hotel Keycard • \$1,000

Your company logo will appear on the hotel keycards.

Bag Insert • \$1,000

Your company literature or promotional item will be inserted into the conference bag.

Conference Breakfast Sponsorship

Sponsor a continental breakfast and help attendees get going first thing in the morning. Signage with your company logo will appear in the breakfast area and will be noted in the Exhibitor Directory.

Pricing available upon request.

Conference Break Sponsorship

Sponsor one of several breaks during the conference. Signage with your company logo will appear in the break area and will be noted in Exhibitor Directory.

Pricing available upon request.

Each Sponsorship Includes:

- Company listing in the Exhibitor Directory
- One complimentary pass to the conference
- Half-page display ad in the Exhibitor Directory

CRC Raffle Drawing

Become a sponsor of the raffle drawings during the conference. Signage with your company logo will appear at the conference and your company name will be announced at the drawing.

Pricing available upon request.

For information on exhibiting, advertising, and sponsorship opportunities, please contact Paul Mattioli at 781/535-4926 or e-mail pmattioli@hcpro.com.

CONFERENCE RATES AND LOCATION INFORMATION

For information on exhibiting, advertising, and sponsorship opportunities, contact:

Paul Mattioli

HCPPro, Inc.

75 Sylvan Street, Suite A-101, Danvers, MA 01923

Tel: 781/535-4926 | E-mail: pmattioli@hcpro.com

Booth Space Rates

- 10' x 10' booth \$2,800
- 10' x 20' booth \$3,900

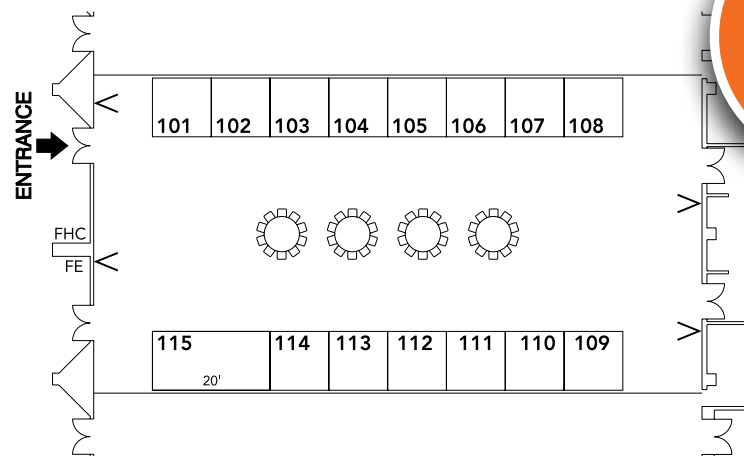
Two complimentary exhibit hall passes per booth. Additional exhibit hall passes are \$250, and full conference passes are \$500.

Exhibit Space Rates Include:

- 6' table, two chairs, one wastebasket, and a company sign. Free-standing booths may be used at the conference.
- One-time use of direct mail attendee list for pre-conference mailing
- Two exhibit hall passes
- A company description listing in the Exhibitor Directory
- 2-color half-page ad in the Exhibitor Directory

Exhibitor Floor Plan

Grand Ballroom



Hilton, Walt Disney World Resort

1751 Hotel Plaza Boulevard

Lake Buena Vista, FL 32830

Tel: 407/827-4000

Fax: 407/827-3890

Web: www.hilton.com

Be sure to mention the HCPPro CRC/AHAP Annual Conference to receive the discounted room rate. Rooms are available on a first-come, first-served basis and often sell out before the May 7th cutoff date. Make your hotel reservations immediately to guarantee rate and availability.

The only Hilton in the Walt Disney World® Resort that offers Disney's exclusive Extra Magic Hours benefit and is located directly across from Downtown Disney® in Lake Buena Vista, FL. The Hilton offers complimentary transportation to Magic Kingdom® Park, Disney's Animal Kingdom® Theme Park, Disney's Hollywood Studios®, Epcot®, Disney's Typhoon Lagoon Water Park, and Disney's Blizzard Beach® Water Park. Close to a variety of restaurant options and lounges including Benihana Japanese Steakhouse, Andiamo Italian Bistro and Grille, and a 24-hour Marketplace.

WHAT PAST ATTENDEES ARE SAYING ...

“This symposium always helps me perform my duties as credential committee chair. Very helpful in this ever changing world of healthcare. Thank you!”

– Frederick Lippmann, University Medical Center, Las Vegas, NV

“I’ve been coming to this credentialing seminar for 5+ years. I always leave here learning something new. It is always well organized and the speakers are knowledgeable and personable.”

– Bonnie Mainwaring, Advocate Christ Medical Center, Oak Lawn, IL

“This conference goes well beyond the typical ‘refresher’ on the standards. I really appreciated the seasoned facilitators speaking frankly, providing good insights and interpretations. Invaluable.”

– Karen Luther Carlson, Director of Quality Management, Froedtert Memorial Lutheran Hospital, Milwaukee, WI

“This conference was most definitely worth my time. Many of the topics and tools I will be taking back to my hospital and put to use.”

– Emily Milliner, Desert Valley Hospital, Victorville, CA

“The overall conference was very educational. I have lots of information that I will take back to my institution that will be helpful.”

– Kim Benton, Community Medical Centers, Fresno, CA

“Great information for anyone involved with and responsible for accreditation and regulatory compliance.”

– Clint LaFever, NWTSS, Amarillo, TX



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