

SPONSOR AND EXHIBIT OPPORTUNITIES

# AHIP's Conferences Deliver Results



 **AHIP**<sup>™</sup> 2023

JUN 13–15, PORTLAND, OR

# Share What's Next. Now.

**As health insurance providers continue to guide greater health, they're looking for what's next. Share your solutions at AHIP 2023. Health care's essential event prioritizes what's next right now, building on AHIP's decades-long heritage of bringing together the people, ideas, and solutions guiding greater health.**

**In an environment that inspires innovation, action, and candid discussions about what's next, you'll experience a powerful conference that only AHIP can deliver.**

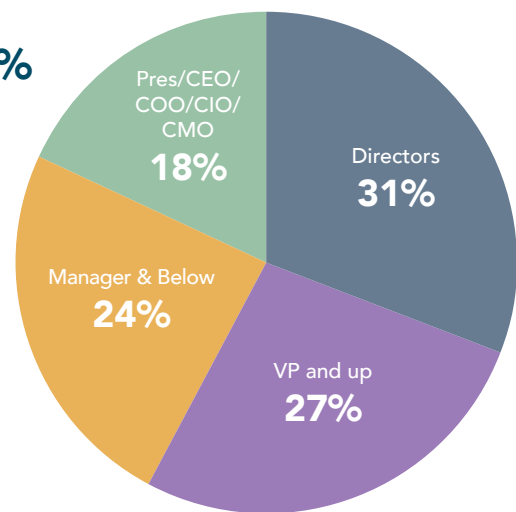


# An Audience that Delivers Results

Health Insurance Provider decision makers rely on AHIP conferences to find the products and services they're searching for to help guide greater health. You'll find a qualified audience focused on solutions. You'll also appreciate an agenda that includes plenty of networking opportunities. It all works together to help deliver solid ROI.

## Attendees by Level %

Title Level – 2022



## Top Roles Include

- BusDev/Sales/PR/Marketing
- C-Suite/Leadership
- HealthOps/Exchanges
- IT/ProductDev/IndustryTrends
- Acad/Consulting/Principal/Research
- Clinical/Hosp/Pharm/DisMgmt/Wellness
- Financial/Tax/Actuary/UW
- GovtAffairs/Policy
- Provider Networks
- ConsumerExp/CustomerSvc
- MCMC/MedGap
- Legal/Compliance/HIPAA
- Agent/Broker
- HR/BenefitManager
- Dental/Disability/LTC

# Your Solutions Aren't One Size Fits All.

## NEITHER ARE OUR EXHIBIT AND SPONSORSHIP PACKAGES.

The solutions providers that exhibit are as varied as the products and services they offer. That's why you won't find a "one size fits all" sponsorship package. Instead, you'll find our Business Development Team ready to work with you — to understand your goals and budget — and create a package that will deliver results.

### Start with "The Basics"

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#### Exhibit Booth

Consider a 10'x10' or 10'x20' booth to showcase your products and services. 20'x20' island booths are available to AHIP Select members. "Launch Pad" kiosks available to start up organizations.

#### Benefits included with all packages:

- **One (1) Lead Scanner** app license per sponsor
- **Pre- and post-conference mailing lists** (one time mailing use per list)
- **Co-branding** — non-exclusive license to use conference graphics and branding within mutually agreed-upon promotion of your participation
- **Recognition** in various marketing materials, including web presence
- **Recognition** in conference materials

**Then Mix and Match  
"Add-Ons" for a  
Sponsorship That's  
as Unique as Your  
Organization**

# Customize Your Sponsorship with One or More Add-Ons

## Membership

**Expand your reach to health insurance providers and receive year-round exposure when you become a member.**

- **AHIP Select** — the highest level of membership for solutions providers, AHIP Select offers unmatched access to senior executives within AHIP member health insurance providers.
- **Affiliate Organization** — offers a rich package of benefits for organizations who are trying to reach health insurance providers.
- **Associate Affiliate Organization** — for health care start-ups, 501(c)(3) nonprofits, or woman, minority, or veteran-owned businesses.

## Digital Signage

**Drive people to your booth or reinforce your branding with these options.**

- Options include up to a 15-second video or digital ad
- Keynote Session Room
- Include your digital ad in a pre-session slide show (video not available)

## Speaking Opportunities

- **Concurrent Session** – Share a case study in a concurrent session. These thought leadership slots fill quickly, so secure your session today.
- **Presentation Theater** – 15-minute quick-learn sessions in the Exhibit Hall.

## Event Sponsorships

**Align your organization with the ever-popular networking opportunities. Choose from:**

- Coffee Breaks
- Opening Night Reception
- Evening Reception/Closing events, and more

## Branding Items

**Focused on extending your brand, the list below is just a start.**

- Registration
- Hallway Banners
- Escalator wraps
- Window Clings
- Shuttle Buses, including entrance branding
- Convention Center Entrance
- Exhibit Hall Entrance
- Exhibit Hall Aisle Banners
- Directional Signage
- Book Signings
- Floor Stickers
- Hotel Room Key Packets
- Conference Website
- Conference App
- Directional signage / You are Here signage
- WI-FI
- Attendee Bag
- Agenda
- Journals
- USB Drives
- Luggage Check, with Luggage Tags
- Hotel Door Drops
- Branded F&B
- Street Pole Signage

## Networking

**Take advantage of opportunities to connect with even more participants.**

- VIP Registration
- Hospitality Suite
- Exhibit Hall Lounges
- Branded Charging Stations (can be combined with an Attendee/Exhibit Hall Lounge)
- Speaker Ready Room
- Press Room

# Access to the Right Decision Makers

Each year, AHIP's conferences draw decision makers who are looking for partners like you. An integrated marketing campaign helps deliver attendees who are searching for what's new, and what solutions will drive their success.

- **Paid media campaign** including digital and social media channels
- **Grassroots and paid** social media including Twitter, LinkedIn®, Facebook
- **Blog postings**, including speaker interviews
- **Outreach** by speakers, including tweets, LinkedIn® and Facebook posting
- **E-mailings** to AHIP database and various media databases
- **Mailings**, including AHIP and outside media and partner lists
- **Prominence** on AHIP website
- **Ongoing communications** to AHIP members including CEO memos, committee communications, and other direct outreach efforts
- **AHIP SmartBrief** articles and ads
- **Added reach** through sponsor efforts including mailings, e-mailings, website and social media posts

**Sponsorships Sell Out Quickly.  
Let's Talk Today.**

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