

AHIP
2018

**AHIP Institute
& Expo**

The Essential Event for
the Health Care Industry



America's Health
Insurance Plans

Advancing Health Care, Together. Share Your Solutions.

Sponsor and Exhibit Opportunities

June 20-22, 2018
San Diego, CA
BusinessDevelopment@ahip.org
866.707.AHIP (2447)

Working Together to Deliver Results

Known as the Essential Event for the Health Care Industry, **AHIP's Institute & Expo** consistently delivers results for hundreds of solutions providers.

As health care evolves and advances, health plans rely on **Institute & Expo** for today's answers, and tomorrow's vision. They're also relying on **your** solutions as they focus on the highest quality care delivered in a way that's good for consumers and sustainable.

What's Your Solution?

Health plans from around the country rely on AHIP as the voice of the industry and look for companies like yours to add to their success. They attend Institute & Expo looking for solutions. **Will you be there?**



Talk to Us Today.
866.707.AHIP
(2447)

ROI Snapshot

AHIP
2016

Institute & Expo 2016 drew more than **3,000 attendees**, including c-suite, senior leadership and decision makers — **from 48 states and 8 countries**



Representatives from over **800** organizations gathered, and more than **8,000** solutions-focused meetings took place



Sponsors left with **50 solid leads**, on average

More than **178 speakers** presented over **80 topics**



Sponsored presentations averaged **73 participants** per session

Your Solutions Aren't One Size Fits All.

Neither Are Our Exhibit or Sponsorship Packages.

The 200+ companies who fill our Exhibit Hall each year are as varied as the products and services they offer. That's why you won't find a "one-size fit all" sponsorship package. Instead, you'll find our Business Affairs Team ready to work with you — to understand your goals and budget — and create a package that will deliver results.

Start with "The Basics"

Exhibit Booth (sizes available shown, depending on sponsorship level)*

10'x10'



example 10'x10'



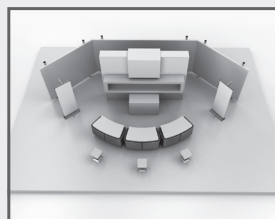
10'x20'



example 10'x20'



20'x20'



example 20'x20'



There are plenty of options that'll showcase your brand at Institute & Expo. No booth? **Talk to us today.**

*Booth renderings are examples only. Booths do not come furnished.

Benefits included with all sponsorship packages:

- Lead Scanner
- Pre- and post-conference mailing lists (one time 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 (see "AHIP Institute & Expo Delivers the Right Audience" section for a snapshot of how Institute & Expo is promoted)
- Recognition in conference materials

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

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Customize Your Sponsorship with One or More of These +Add-Ons

+ Membership

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

AHIP Select

Connecting Health Plan Leaders and Innovative Solutions

AHIP Select—the highest level of membership for solutions providers, AHIP Select offers unmatched access to senior executives within AHIP member health plans and insurers.

Affiliate Organization Membership

Enhanced Exposure to Health Plans

Affiliate Organization—offers a rich package of benefits for organizations who are trying to reach health plans.

Associate Affiliate Organization—for health care start-ups, 501(c)(3) nonprofits, or woman-, minority-, or veteran-owned businesses.

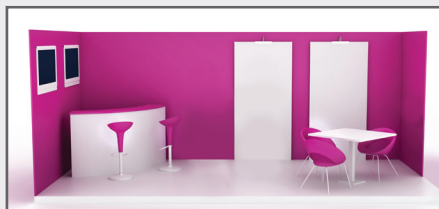
+ Speaking Opportunities



Share a case study in a breakfast briefing or concurrent session. These thought leadership slots fill quickly, so secure your session today.

+ Attendee Experience Options

Sponsor an attendee lounge, conference suite, hospitality room or recharge lounge with mobile charging devices. You'll expand your footprint beyond your booth and provide space for attendees to gather and network.



ATTENDEE, RECHARGE, MASSAGE LOUNGES, OXYGEN BAR

Choose a lounge and take advantage of additional space in the exhibit hall. You'll enjoy a steady stream of conference attendees who stop by to relax and network.

Have an idea for another type of lounge?
Let's talk! We'll make it happen.

See Next Page for More +Add-Ons

Customize Your Sponsorship with One or More of These +Add-Ons

+Breaks, Lunches, Receptions

Choose from welcome refreshments, coffee breaks, wine & cheese reception and an opening night reception. Align your organization with these ever-popular networking opportunities



+Food and Beverage at Your Booth

Cheeses, fruits and dips. Specialty drinks and beers. Baked goods including brownies, cupcakes and cookies. Chips and snacks. Coffees, teas and waters. Ice cream. You name it. We get it to your booth. **The traffic follows. It's as simple as that.**



+Branding Items

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



- Conference Website
- Wi-Fi
- Exhibit Hall Entrance
- Aisle Banner
- Floor Stickers
- Speaker Ready Room
- Escalator Clings
- Attendee Bag
- Pocket Guide / Agenda
- Journals
- Pocket Maps
- Press Room
- USB Drives
- Luggage Tags
- Hotel Door Drops
- Branded Sweets, including Mints
- Convention Center Signage

Have Other Ideas? We're Ready to Hear Them.

AHIP Institute & Expo Delivers the Right Audience

Health plans and insurers are looking for partners. They're looking for smart solutions. And, they're talking to the companies who sponsor Institute & Expo.

Through an extensive, integrated advertising and marketing program, including the following, AHIP's Institute & Expo draws thousands of health care decision makers.

Paid media campaign including digital and social media channels



Mailings, including AHIP and outside media and partner lists



Grassroots social media including Twitter, LinkedIn, Facebook



Prominence on AHIP website



Blog postings, including speaker interviews

Ongoing communications to AHIP members including CEO memos, committee communications, and other direct outreach efforts



Outreach by speakers, including tweets, LinkedIn and Facebook posting



AHIP SmartBrief articles and ads



E-mailings to AHIP database and various media databases

Added reach through sponsor efforts including mailings, e-mailings, website and social media posts



Let's Talk! Contact Us Today.
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