



### Who are we?

Coding on the River is jointly presented by the local Jacksonville and St. Augustine chapters of the AAPC. AAPC is an association for health care professionals that provides on-going education, networking, recognition, and certification for medical coders.

### Who are our attendees?

Just under 300 AAPC and/or American Health Information Management Association (AHIMA) members representing GA, FL, NC, SC, TN and AL attended the 2010 Coding on the River conference. Those attending are health care professionals representing clinics, facilities, payers, physicians, and consulting firms.

### Why become a vendor, sponsor or supporter?

As a **vendor**, you will be able to establish personal contacts, network, and build relationships that would be difficult to achieve through traditional marketing channels. As a **sponsor**, you will be able to have your company logo and contact information on products that will be used for months beyond the actual conference – giving your company more face time with the attendees. As a **supporter**, you will be able to economically send your company message or coupons to our attendees in the souvenir program booklet, thus gaining the potential for future business.

### Various Sponsor and Vendor Options

#### ❖ **St. John's Package**

\$2000.00 - *Four Lucky Vendors will receive the opportunity of "Coding on the River" on the beautiful St. Annabelle Riverboat for 2.5 hours.* You will actively participate in our coding activities for the night – all geared toward representing your company. **Package B is included with this night of sailing down the St. Johns.**

#### ❖ **Badge of Honor**

\$1000 – One company can boast their logo on the identification badge wallet worn by each attendee. **Includes Package B.**

#### ❖ **Moment in the Spotlight**

\$500.00 – Your Company may receive time in the spotlight during a general session (there are limited spaces for this opportunity!!) 5 minute commercial. **Package A is included with a Moment in the Spotlight.**

#### ❖ **Tote Around**

Your Company logo or contact information on the front of sturdy canvas totes which are given to each attendee. **Includes Package A. Full Tote Sponsorship includes Package B.**

☒ \$400 – 1/8 sheet (business card size)

☒ \$825 – 1/2 sheet

☒ \$550 – 1/4 sheet

☒ \$1500 – full tote sponsorship

#### ❖ **Meet and Greet Vendor**

\$150 – Enjoy face to face time with our attendees as they earn CEUs by visiting your table for key elements of their coding scavenger hunt. **Package A is included in Meet and Greet.**

**Mailing Address:** Coding on the River • 6114 Shadehill Rd • Jacksonville, FL 32258 • CodingOnTheRiver.com • CodingOnTheRiver@gmail.com

### **No Refunds**

**Some items have deadlines associated with them. As such, payment along with company logo and contact information must be received by the deadline dates indicated below.**



#### **Package A**

- Your company logo promoted on all conference marketing materials and on the conference website.
- Quarter Page Ad in the Conference Program – including logo and contact information. (Upgrade available).
- Opportunity to hold a vendor sponsored drawing (optional).
- A six foot table and two chairs for your display.

#### **Package B**

- Everything in Package A  
**PLUS**
- Your company flyer or brochure placed inside each attendee welcome packet (you provide the materials).
- Upgrade to Half Page Ad in the Conference Program – including logo and contact information. (Full Page Upgrade available).
- Your company website linked through the Coding on the River at [www.codingontheriver.com](http://www.codingontheriver.com)

#### **Supporter Level – Various Options:**

- Ad placed in the Conference Program – including logo and contact information.

- ☒ \$10 – business card size
- ☒ \$25 – ¼ page

- ☒ \$50 – ½ page
- ☒ \$100 – full page

**The supporter level is a great place for attendees to post congratulatory messages to fellow attendees, companies to advertise their business or post coupons, and for friends to post a 'shout out' to other friends.**

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## SPONSORSHIP REGISTRATION FORM VENDOR:

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

Address \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Contact Person Name: \_\_\_\_\_

Contact Person Title: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Sponsorship:

- \_\_\_\_\_ Meet and Greet \$150
- \_\_\_\_\_ Tote Around Level: \_\_\_\_\_ Amount \$ \_\_\_\_\_
- \_\_\_\_\_ Moment in the Spotlight \$500 (contact [Virginia.outlaw@jax.ufl.edu](mailto:Virginia.outlaw@jax.ufl.edu)) for availability.
- \_\_\_\_\_ Badge of Honor \$1000 (contact [Virginia.outlaw@jax.ufl.edu](mailto:Virginia.outlaw@jax.ufl.edu)) for availability.
- \_\_\_\_\_ St. John's \$2000 (contact [Virginia.outlaw@jax.ufl.edu](mailto:Virginia.outlaw@jax.ufl.edu)) for availability
- \_\_\_\_\_ Other Sponsor Package/specifics: \_\_\_\_\_ Amount \$ \_\_\_\_\_
- \_\_\_\_\_ Additional grant money will be accepted.
- \_\_\_\_\_ Items to place in tote bags.
- \_\_\_\_\_ Supporter\*\* Level: \_\_\_\_\_ Amount \$ \_\_\_\_\_

Please return this form with your payment no later than July 15, 2010. Make Checks payable to *Coding on the River*.

**Coding on the River**  
**6114 Shadehill Rd**  
**Jacksonville, FL 32258**

For online payment options, please  
contact Melissa Brown at 904-244-3636  
OR email at [codingontheriver@gmail.com](mailto:codingontheriver@gmail.com)

\*\*Artwork and company logo information should be submitted along with payment.

We are planning for 250-300 attendees of medical coders, office managers, medical billing auditors and other healthcare professionals from FL, AL, NC, SC and GA. For conference details access website <http://codingontheriver.com>.

Thank you for supporting our local conference.  
*Michelle Myrick, CPC, CPC-I*



Business Card

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