



Dear Exhibitor:

It's my pleasure to invite you to the 5th Annual ACDIS Conference at the Manchester Grand Hyatt in San Diego, CA. We greatly appreciate your interest in joining us and your support of our profession. This year's conference promises to be the largest and most exciting ever. With as many as 700 attendees and 30 exhibiting companies expected, the ACDIS Conference is the country's largest gathering of CDI and other healthcare professionals dedicated to improving clinical documentation.

ACDIS offers CDI professionals—a multidisciplinary group which includes nurses, health information management professionals, physicians, quality personnel, and others—the opportunity to learn what's new and innovative, understand best practices, network with peers from all over the nation, and earn continuing education credits that they can apply toward their certifications. Our membership and conference attendance have grown each year, reflecting the growing adoption of CDI programs and their increasing importance to hospital revenue streams, quality outcomes, and compliance.

Our exhibit hall offers organizations opportunities to interact with our attendees and to demonstrate their commitment to improving the CDI profession. Last year, we hosted companies offering software solutions, consulting services, career opportunities, and other services. The exhibit hall was teeming with activity and networking for attendees and exhibitors engaged in dialogues about their organizations, challenges and solutions, sometimes over lunch or during refreshment breaks.

Here's some feedback from the 2011 ACDIS Conference:

- 99% of attendees reported they would recommend the ACDIS Conference to a colleague
- 92% of attendees felt the conference stimulated their intellectual curiosity
- 88% of attendees felt the conference would influence the way in which they performed their job duties

This year's conference will focus on key CDI issues, such as ICD-10, program development and improvement, the changing world of physician query techniques, monitoring and measuring programs, electronic health records, career growth opportunities, and more.

I would be happy to tell you more about ACDIS and to help you determine how your company would benefit from joining our growing list of sponsoring organizations. On behalf of the ACDIS Conference Committee and all of our members, thank you for considering this opportunity and I hope to see you in San Diego!

Paul Mattioli  
National Sales Director  
pmattioli@hcpro.com

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### What ACDIS Attendees are Saying . . .

**"This is the 3rd year I have attended and I look forward to the conference every year. I walk away every year with a renewed energy for our CDI program. I look forward to all the great networking and new ideas. I look forward to 2012. See you in San Diego."**

*— Kris Shocaroff, RN, St. Mary Medical Center, Hobart, IN*

**"This is my third conference that I have been privileged to attend. Each year the conference has been sensational, I come away stimulated and bring back to my staff important educational material."**

*— Jeanmarie Roth, St. Francis Hospital, Garden City, NY*

**"I attended many conferences in my previous role as CM Director. The ACDIS conference is the most role specific and educational conference I have ever attended. I have had the opportunity to attend 2 years now and will be attending every year."**

*— Susan McCoy, Anderson Regional Medical Center, Meridian, MS*

**"Excellent opportunity to hear what different CDI programs are doing to move forward from the initial stages of implementation. Great to network with a number of people from different states."**

*— Barbara Hinkle-Azzara, Meta Health Technology, New York, NY*

**"The day in the life of a CDS can be very isolating. Coming to this conference and meeting, networking with others in the field really brings this role alive."**

*— Laurie Banker, RN, Park Nicollet Methodist Hospital, St. Louis, MN*

**"Wonderful, one of the best organized. I learned new material that I can incorporate into my practice. Great networking opportunities. Loved the state luncheon."**

*— Shelia Bullock, RN, CCDS, University of Mississippi Medical Center, Jackson, MS*

**"I love how the exhibits have grown so much. This conference gets better every year!"**

*— Jennifer Yanak, Provena St. Joseph Medical Center, Plainfield, IL*

RESERVE YOUR SPACE TODAY!

Call Paul Mattioli at 800/639-7477  
or e-mail [pmattioli@hcpro.com](mailto:pmattioli@hcpro.com).



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MAY 10-11

MANCHESTER GRAND HYATT • SAN DIEGO, CA

2012  
ANNUAL  
CONFERENCE

EXHIBITOR PROSPECTUS

[www.cdiasociation.com](http://www.cdiasociation.com)

## EXHIBIT SCHEDULE

### Wednesday, May 9, 2012

Exhibitor Setup/Registration 4:00 PM-6:00 PM

### Thursday, May 10, 2012

Exhibits Open 7:00 AM-4:00 PM  
 Continental Breakfast in Exhibit Hall 7:00 AM-8:00 AM  
 Break in Exhibit Hall 10:15 AM-10:45 AM  
 Awards Luncheon (Exhibit Hall Closed) 12:00 PM-1:30 PM  
 Exhibit Hall Open 1:30 PM-4:00 PM

### Friday, May 11, 2012

Exhibits Open 7:00 AM-2:00 PM  
 Continental Breakfast in Exhibit Hall 7:00 AM-8:00 AM  
 Break in Exhibit Hall 10:15 AM-10:45 AM  
 Local Chapter Lunch (Exhibit Hall Open) 12:00 PM-1:30 PM  
 Exhibit Dismantling 1:30 PM-2:00 PM

Schedule subject to change.

## 2011 EXHIBITORS

- 3M Health Information Systems
- ACS Midas+ (A Xerox Company)
- Administrative Consultant Service, LLC
- Allscripts
- Association of Clinical Documentation Improvement Specialists
- CDI Search Group
- CDIP.web
- ChartWise Medical Systems, Inc.
- Dartmouth Hitchcock
- DCBA, Inc.
- FTI Healthcare
- HCA West Florida
- Huron Healthcare
- IDinc
- J. A. Thomas & Associates
- Kindred Healthcare
- KPMG LLP
- Maxim Healthcare Information Services
- Meta Health Technology
- Morrisey Associates, Inc.
- On Assignment HIM
- Optimum CDI Consultants, Inc.
- Quorum Health Resources (QHR)
- Salar, Inc.
- The Claro Group
- United Audit Systems, Inc.
- WebmedX

## This one-of-a-kind conference reaches clinical documentation improvement professionals including:

- Clinical Documentation Improvement (CDI) Specialists
- CDI Managers/Directors
- Coding Compliance Directors/Managers
- HIM Directors
- Coding Compliance Specialists
- DRG Coordinators
- Inpatient Coders
- Coding Managers/Supervisors
- Case Management Directors/Managers
- Revenue Cycle Directors
- Physician Advisors to CDI



The Association of Clinical Documentation Improvement Specialists (ACDIS) is a community in which clinical documentation improvement (CDI) professionals share the latest tips, tools, and strategies to implement successful CDI programs and achieve professional growth. Its mission is to bring CDI specialists together. The ACDIS annual conference focuses on problem documentation areas with disease-specific educational sessions. Expert faculty will identify compliance risk areas, provide strategies for writing effective queries, present case studies, show how to demonstrate the ROI of a CDI program to upper management, and much more.

For more information on becoming a member, please visit us at [www.cdiassociation.com](http://www.cdiassociation.com).



# 2012 ANNUAL CONFERENCE

## 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 ACDIS 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 ACDIS Web page
- Two-time use of conference 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 ACDIS 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 ACDIS Web page
- One-time use of conference attendee list for pre-conference mailing
- Company description with logo in Exhibitor Directory

### SPECIAL SPONSORSHIP OPPORTUNITIES

#### Networking Luncheon & Awards Ceremony

Become a sponsor of the Luncheon & Awards Ceremony on day one of the conference, or sponsor a boxed lunch for the ACDIS local chapters on day two.

Signage with your company logo will appear in the luncheon area, Exhibit Hall, and in the Exhibitor Directory. A special e-mail will also be sent before the conference promoting the luncheon featuring your company logo. Pricing available upon request.

### Conference Tote Bags • \$5,000

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

### Conference T-shirts • \$7,500

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

### Breakfast Coffee Mugs • \$5,000

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

### Bag Insert • \$1,000

Your company literature or promotional item will be inserted into the conference bag and/or a chair drop.

### 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

## RESERVE YOUR SPACE TODAY

### Booth Space Rates

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

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

### FOR INFORMATION

on exhibiting, advertising, and sponsorship opportunities, please contact:

Paul Mattioli  
 HCPro, Inc.,  
 75 Sylvan Street, Suite A-101  
 Danvers, MA 01923  
 Tel: 800/639-7477  
 E-mail: [pmattioli@hcpro.com](mailto:pmattioli@hcpro.com)

### Exhibit Space Rates Include:

- Booth space (see rates above) includes one 6' table, two chairs, one wastebasket, and a company sign. Free-standing booths may be used at the conference.
- One-time use of attendee list for pre-conference mailing
- Two exhibit hall passes
- A company description listing in the Exhibitor Directory
- Full page, four-color ad in the Exhibitor Directory
- Listings on ACDIS website

## LOCATION INFORMATION

### Manchester Grand Hyatt • San Diego, CA

One Market Place, San Diego, CA 92101

Hotel Telephone: 619/232-1234

Hotel Fax: 407/827-3890

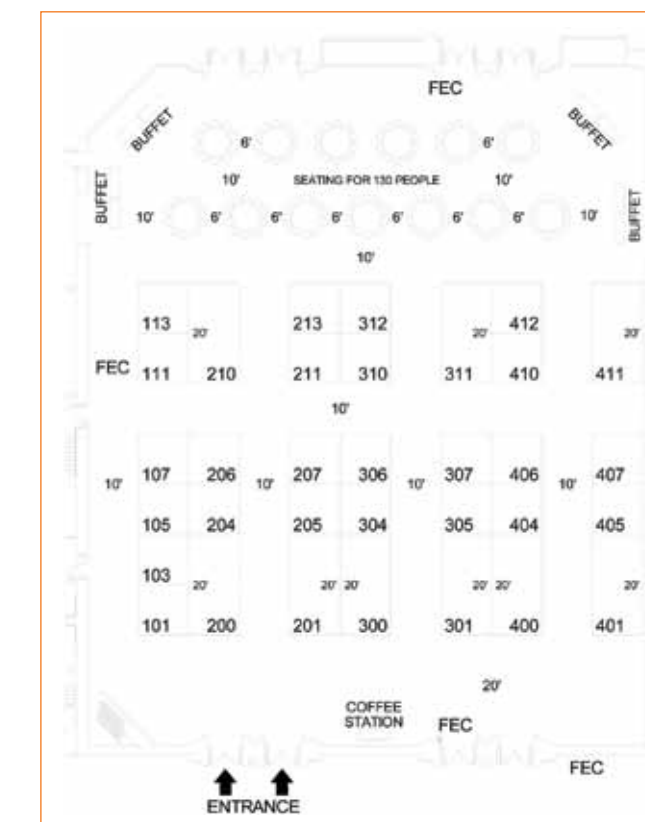
Web: [www.manchestergrandhyattsandiego.com](http://www.manchestergrandhyattsandiego.com)

Reservations Telephone: 800/633-7313

(mention the ACDIS Conference when making your hotel reservation)

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

## Manchester Grand Hyatt EXHIBITOR FLOOR PLAN



MO105725

Experience the best of the city at Manchester Grand Hyatt San Diego. Boasting a spectacular waterfront location and lavish amenities, this unique urban resort offers a retreat the whole family will enjoy. Take in stunning views from our inviting pool area, play tennis, or be pampered in our sumptuous Kin Spa. Our luxury hotel in downtown San Diego is ideally placed to let you explore all this area offers. Step outside our doors to Seaport Village and cruises on the Bay, walk to the Gaslamp Quarter, visit the zoo and SeaWorld or browse museums. Discover the advantages of this San Diego resort, distinctively heralded among downtown San Diego hotels.

