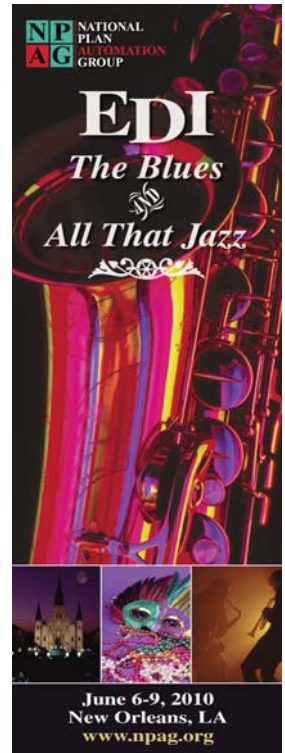




NATIONAL
PLAN
AUTOMATION
GROUP



To: Prospective Exhibitors - 2010 National Plan Automation Group (NPAG) Conference

From: Alicia Jones, Manager, EDI Systems Support - Blue Cross Blue Shield Louisiana
NPAG Steering Committee, Conference Vice-Chair

RE: **EDI, The Blues and All That Jazz - NPAG 2010 Conference**

It is time to make your plans to be one of the exhibitors at the 2010 National Plan Automation Group (NPAG) Conference, at the Hontel Monteleone in New Orleans, Louisiana, Sunday, June 6th through Wednesday, June 9th, 2010. This year's theme is **EDI, The Blues and All That Jazz**.

NPAG is an organization comprised of EDI and Electronic Commerce, Provider Outreach/Education departments, and staff participating in clinical data and health IT projects from the majority of Blue Cross and Blue Shield Plans across the country. Our organization shares information and promotes the use of Electronic Data Interchange.

Enclosed you will find an application for exhibit space. There will be 32 exhibit booths available. Full payment is required with return of the completed application to reserve a booth. We cannot honor telephone requests to hold a booth. Booth assignments will be made in order of the receipt of your completed exhibitor application and payment. **Special consideration for booth placement is also given to conference sponsors. Due to the limited number of available booths, we do expect a sell out and encourage you to complete the application and return it with your check or credit card payment today!**

Booth fees include your exhibit space, conference registration, meals and social functions for two representatives. We have also enclosed a list of events/activities that you may wish to sponsor. We always appreciate your support of our annual NPAG conference and understand it is one of the best opportunities to meet key decision-makers and make important contacts in the Blues. The afternoon of Sunday, June 6th will be allocated as set-up time for exhibitors, followed by a networking reception in the Exhibition area early that evening. The registration desk will be open on June 6th from 1:00 - 5:00 pm. **Don't miss this unique opportunity to showcase your product and interact with the Blues!**

The conference promises to be an event focusing on information sharing and latest technologies in the electronic data interchange arena. NPAG will continue its focus on Administrative and Clinical EDI, including Patient Health Records, e-prescribing, real-time transactions, web portals for providers and members, HIPAA updates, NPI, COB, attachments, and future initiatives such as EHR, and the continued growth of the Blues partnerships with its vendors. Opportunities will be plentiful to market your products and/or services with ample break sessions during each day to allow for one-on-one discussions.

Conference highlights include:

Speakers with unique insights and proven approaches for integrating administrative and clinical information, Presentations on increasing operational efficiency and productivity, Learning proven methods to reduce costs while improving clinical outcomes, Attendee drawings, and Sponsorship Opportunities: Exhibitors have the opportunity to sponsor a breakfast, break, lunch or special event. **Exhibitors that sponsor special events or meals will be given special consideration of booth location and will be given special recognition during our luncheon on Tuesday.**

You can make hotel reservations directly with the Hotel Monteleone by calling 1-800-217-2033. Please identify yourself as National Plan Automation Group. **Group rates have been established \$169 per night for a standard room and the rate is available 3 days prior and after the conference dates if you wish to extend your stay.**

If you have any questions, please contact our Conference Facilitator, Lisa Beard at (205) 585-4000. We look forward to your participation and thank you in advance.

Alicia Jones
EDI Systems Support, Blue Cross Blue Shield Louisiana
NPAG Steering Committee, Conference Vice-Chair 2010



**BlueCrossBlueShield
of Louisiana**

An independent licensee of the Blue Cross
and Blue Shield Association.



NPAG 2010 Tentative Agenda
EDI the Blues and All That Jazz
New Orleans, LA - June 6-9, 2010

Sunday, June 6, 2010

11:00 AM – 2:00 PM	Steering Committee Luncheon / Meeting
2:00 PM – 5:00 PM	Vendor Move In
2:00 PM – 5:00 PM	Registration Desk Open
5:00 PM – 7:00 PM	Opening Reception in the Exhibit Hall

Monday, June 7, 2010

7:30 AM – 8:30 AM	Breakfast
8:30 AM – 10:00 AM	General Session – If You Can't Stand Up, Stand Out – Mike Schlappi
10:00 AM – 10:45 AM	Break and Visit Exhibit Hall
10:45 AM – 12:00 PM	Breakout Sessions – (3)
12:00 PM – 1:30 PM	Vendor/Sponsor Recognition Luncheon
1:30 PM – 2:45 PM	Breakout Sessions – (3)
2:45 PM – 3:15 PM	Break and Visit Exhibit Hall
3:15 PM – 4:30 PM	General Session – Plan Share
6:00 PM	Event – Parade, Mardi Gras World, Dinner

Tuesday, June 8, 2010

7:30 AM – 8:30 AM	Breakfast
8:30 AM – 10:00 AM	General Session - <i>Healthcare Reform Update</i> - Mike Bertaut
10:00 AM – 10:45 AM	Break and Visit Exhibit Hall
10:45 AM – 12:00 PM	General Session
12:00 PM – 12:30 PM	Box Lunch
12:30	Golf Tournament
	New Orleans Area Tours
8:00 PM – 10:00 PM	Evening Event

Wednesday, June 9, 2010

7:30 AM – 8:30 AM	Breakfast
8:30 AM – 10:00 AM	General Session or 3 Breakout Sessions
10:00 AM – 10:30 AM	Break and Visit Exhibit Hall
10:30 AM	Exhibit Hall Tear Down
10:15 AM – 12:00 PM	General Session – Plan Share
12:00 PM	Box Lunch and Adjournment



Exhibitor Application
Hotel Monteleone - New Orleans, LA
June 6-9, 2010

Please print: (This information will be used in printed conference materials)

Exact Company Name for Sign: _____

Contact _____ Phone _____ Fax _____

Address _____ City _____ St _____ Zip _____

Email: _____

Name of person in charge of exhibit and to whom instructions should be sent (include address if different from above):
_____ Email: _____

For conference promotional materials, please list your website, sales contact and applicable email addresses:

For name tags, list the names of all who will attend:

1. _____ 2. _____

Fees include exhibit space, educational sessions, name-badges, provided meals and activities for two representatives, conference materials and list of attendees.

Additional Representatives - \$500.00 each

1. _____ 2. _____

FEES: 8' x 10' Booth:
_____ Number of booths at \$3000 each \$ _____

Additional Representatives (2 included) at \$500 each \$ _____

Sponsorship Activity: _____ \$ _____
(For Activity name you wish to sponsor, please see Sponsorship Activities sheet.)

TOTAL AMOUNT \$ _____

Activities (no charge but you must pre-register)

Wheeler Foster Memorial Golf Tournament _____
Name Handicap

Swamp Tour _____
Name Name

Plantation Tour _____
Name Name

You May Fax Registration with Credit Card to (205) 981-2901- Please see other side for address to mail checks

Credit Card Type - VISA Mastercard American Express (please circle one)

Credit Card Number _____ Expiration Date _____

Signature _____ V-Code (3 or 4 digit number on back of card) _____

Billing Zip Code _____ Date _____

APPLICATION FOR EXHIBIT SPACE

**National Plan Automation Group
Sunday - Wednesday, June 6-9, 2010
Hotel Monteleone - New Orleans, LA**

1. Thirty Two 8' x 10' booths are available. Booth fees include the basic booth set up. Each booth will be furnished with pipe and drape, a 6' draped table, two chairs, electricity, wastebasket and sign. When your booth is confirmed further information will be sent regarding your exhibit booth and drayage.
2. Booth fees for exhibit space include all conference meals and attendance at all educational sessions not restricted to Blue Plans for *two primary representatives. Each additional representative will cost \$500 each. **We ask that you limit your number of representatives in your booth to 4 total.** If you choose to sponsor an event or item for the NPAG conference, one additional representative fee will be waived for every \$4000 in sponsorship. For example, if you sponsor an \$8000 event your representative fee for 2 will be waived.
3. Exhibitors are encouraged to provide door prizes as time will be allotted throughout the conference for drawings.
4. Booth locations will be assigned in the order applications are received. **Special consideration for booth placement will also be given to conference sponsors.** Full payment is required with return of this completed application to reserve a booth. We cannot honor telephone requests to hold a booth or sponsorship. We can accept checks and credit cards (AMEX, Visa and Mastercard). **Please see reverse side of form for credit card payments.**
5. A cancellation fee of \$500 per booth will be charged to exhibitors who cancel prior to May 5th, 2010. Cancellation after May 5th, 2010 or failure to occupy space obligates the exhibitor to full payment and NPAG reserves the right to re-sell the booth space.
6. Hotel reservations must be made directly with Hotel Monteleone. **Ask for the National Plan Automation Group Rate**, You can make hotel reservations directly with the Hotel Monteleone by calling 1-800-217-2033. **Group rates have been established \$169 per night for a standard room.**
7. If you have any questions, please direct them to our Conference Coordinator, Lisa Beard at (205) 585-4000. Please keep a copy of your completed application and return the original with your check or credit card payment no later than May 5, 2010 to:

**National Plan Automation Group (NPAG) Conference
Attn. Lisa Beard, Exhibit Coordinator
P.O. Box 380124
Birmingham, AL 35238-0124**

Mission Statement - Provide strategic value to all Blue Cross and Blue Shield Plans to meet the challenges of electronic commerce for administrative and clinical information exchange with providers to control the cost and improve the quality of health care by acting as a focal point for education and information exchange and by providing leadership, support, direction, and information to the Blue Cross and Blue Shield Association.



NPAG CONFERENCE JUNE 2010 SPONSORSHIP ACTIVITIES

NPAG appreciates the monetary assistance provided by exhibitors and supporters who sponsor conference events. This sponsorship allows NPAG to provide a range of professional development activities for its members.

A variety of events are available for sponsorship for the September 2009 Conference. Sponsorship allows you to highlight your company while demonstrating your support of NPAG. Sponsors are recognized in the official program booklet, reference guide and during the sponsored event. Sponsoring companies that exhibit will receive prime booth space. **Sponsorships are available on a first come, first served basis to those companies who will also be exhibiting at the conference.**

_____ **Conference Bags: Sponsorship is \$5000**

_____ **Reception in the Exhibit Hall: Sunday, June 6th, 6:00 - 7:30 PM.**
Sponsorship is \$7500

_____ **Flash Drives:** Each attendee will receive an NPAG Flash Drive that includes our conference handouts. The Flash Drive will include the sponsor's logo and the NPAG logo.
Sponsorship is \$3000

_____ **Conference Program: Sponsorship is \$5000**

_____ **Monday Breakfast:** Monday, June 7th, 7:30 - 8:30 AM - **Sponsorship is \$2750**

_____ **Monday Morning Break:** Monday, September 14th, 10:00 - 10:45 AM, in the exhibit area.
Coffee, Soft Drinks & Bottled Waters. **Sponsorship is \$1200**

_____ **Monday Lunch:** Monday, June 7th, 12:00 - 1:30 PM - **Sponsorship is \$4500**

_____ **Monday Afternoon Break:** Monday, June 7th, 2:45 PM - 3:15 PM, in the exhibit area. Coffee,
Soft Drinks, Bottled Waters and Snacks. **Sponsorship is \$1400**

_____ **Monday Night Event at Mardi Gras World, Parade:** Monday, June 7th, 5:30 - 8:00PM
Sponsorship is \$20,000 - Sponsored by Foresight

_____ **Tuesday Breakfast:** Tuesday, June 8th, 7:30 - 8:30 AM. - **Sponsorship is \$2750**

_____ **Tuesday Morning Break:** Tuesday, June 8th, 10:00 - 10:45 AM, in the exhibit area.
Coffee, Soft Drinks & Bottled Waters. **Sponsorship is \$1200**

_____ **Tuesday Box Lunch:** Tuesday, June 8th, 12:00PM.
Sponsorship is \$2500.

_____ **Tuesday Afternoon 3rd Annual Wheeler Foster Memorial Golf Tournament:**
Tuesday, June 8th 12:30 - 5:00PM - In honor of our friend and long-time NPAG supporter,
Wheeler Foster who passed away in 2007, we will hold a golf tournament at the beautiful ?????
Golf Course. **Sponsorship is \$5000.**

_____ **Tuesday Afternoon Plantation Tour:**
Tuesday, June 8th, 12:30 - 5:30pm - **Sponsorship is \$3500**

_____ **Tuesday Afternoon Swamp Tour:**
Tuesday, June 8th, 12:30 - 5:30pm - **Sponsorship is \$3500**

_____ **Wednesday Morning Break:** Wednesday, September 9th 10:00 - 10:45 AM, in the exhibit area.
Coffee, Soft Drinks & Bottled Waters. **Sponsorship is \$1200**

_____ **Wednesday Brunch:** Wednesday, September 16th, 10:45 - Noon in the exhibit area.
Sponsorship is \$3500

Please indicate which activities you would like to sponsor and return this form along with your check or credit card payment. Sponsored activities will be sold on a first come, first served basis. Special consideration of Exhibit Booth placement will be given to conference sponsors. Full payment is required to confirm sponsorship.

Exact Company Name: _____

Contact _____ Phone _____ Fax _____

Address _____ City _____ St _____ Zip _____

Email: _____

Representative Signature _____ Date _____

Please make your check Payable to NPAG and return to: National Plan Automation Group (NPAG)
Attn: Lisa Beard
P.O. Box 380124
Birmingham, AL 35238-0124

You May Fax Payment by Credit Card to (205) 981-2901.

Credit Card Type - VISA Mastercard American Express (please circle one)

Credit Card Number _____ Exp. Date _____

Signature _____ Date _____

Credit Card Billing Zip Code _____ V-Code (3 or 4 digit number on back of card) _____

PLEASE DIRECT QUESTIONS TO NPAG AT (205) 585-4000



**NATIONAL
PLAN
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Offering of Business Courtesies

NPAG Exhibitor Giveaway Guideline

NPAG Conferences provide the opportunity for Blue Plans across the country to network with their peers, suppliers and business partners.

Recognizing that each Plan has its own policy relating to business courtesies and, in an effort to administer one consistent policy in this area, it is requested that vendors adhere to the following NPAG Conference ground rules.

A "business courtesy" is a gift or favor for which the recipient pays nothing, or less than fair market value. It may be a tangible or intangible benefit, including but not limited to, such items as non-monetary gifts, meals, drinks, entertainment, hospitality, recreation, door prizes, transportation, discounts, tickets, passes, promotional items or use of a giver's time, materials or equipment.

- The offering of any business courtesy may not violate any law, regulation or known policy of the recipient.
- Infrequent/nominally priced meals, company mugs or tee-shirts, etc. under \$50.00 may be offered.
- Under no circumstances shall gifts of money be offered.

Please recognize that NPAG Conference attendees are also bound by their individual Blue Plan's policies governing acceptance and reporting of business courtesies.

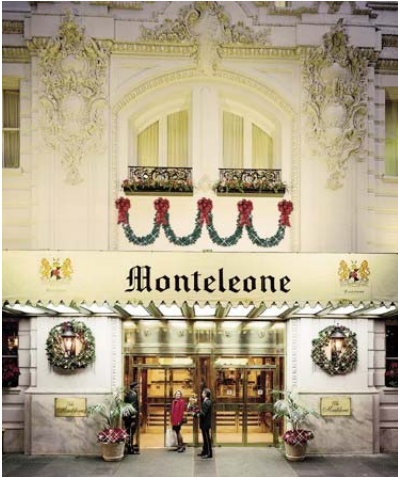
We appreciate your cooperation with this policy and invite you to contact Lisa Beard at 205-585-4000 if you should have any questions relating to the above terms.





**NATIONAL
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2010 Conference Host Hotel



The Hotel Monteleone - It's been said that the French Quarter begins in the lobby of the Hotel Monteleone. In fact, this venerable establishment sits majestically at the foot of Royal Street, giving guests the best point of departure for all things New Orleans. Visitors need only step outside this French Quarter hotel to discover shop after shop of fabulous European antiques, estate jewelry, Oriental rugs, and art and antiquities from around the world. Quaint restaurants and specialty shops line the cobblestone French Quarter streets that lead to Jackson Square, the Old French Market and the River Walk where tourists and native New Orleanians stroll the levee and watch the steamboats and barges along the Mississippi River. At this New Orleans hotel you'll find history around every corner.

This historic landmark is a member of Historic Hotels of America. The hotel boasts 25 meeting and reception rooms, 600 newly renovated rooms and suites, two award-winning restaurants, the famous Carousel Piano Bar & Lounge, Logo Shop, heated rooftop pool, Spa Aria, state-of-the-art exercise facility, business center, and valet parking.

No doubt the hotel's prime location has made it a favorite with meeting and convention planners. It is the closest French Quarter hotel to the Morial Convention Center, but it is the impeccable service, modern amenities and attention to detail that keep guests returning year after year to this New Orleans hotel.

New Orleans accommodations are second to none at the Hotel Monteleone. We have thought of everything for your room, because we want to be your home away from home.



Since 1886, the Hotel Monteleone has proudly stood as one of the first landmarks in the world-famous French Quarter. Featuring 600 luxurious guestrooms and 55 suites, the Hotel Monteleone is within walking-distance of some of New Orleans' most famous attractions and restaurants.

Each spacious guestroom offers in-room safe, minibar, high-speed Internet access, 25-inch color large screen cable television, iron and ironing board, two phones per room with voice mail, coffee maker and coffee. The bathrooms are elegantly appointed and feature marble floors and granite countertops, hairdryer, and plush robes.

Hotel Monteleone
214 Rue Royale
New Orleans, LA 70130-2201
(866) 338-4684
www.hotelmonteleone.com