



A Blue Plan Collaborative for Innovation

**To:** Prospective Exhibitors – 2024 eSolutions Xchange Conference

**From:** Cat Douglas, Sr. Manager Provider Connectivity Solutions  
Florida Blue  
eSolutions Xchange Steering Committee, Vice-Chair

**eSolutions Xchange 2024 Conference – 40th Annual  
Sunday, August 25 – Wednesday, August 28, 2024  
Omni Amelia Island Plantation**

It is time to make your plans to be one of our exhibitors and / or sponsors at the 2024 eSolutions Xchange Conference. Florida Blue is pleased to host this year's conference in Amelia Island, Florida. On the tip of a barrier island in northeastern Florida, award-winning Omni Amelia Island Resort welcomes guests to a serene location overlooking the white sands of Fernandina Beach and the Atlantic Ocean. Enjoy days relaxing on the largest pool deck in northeast Florida, indulging in a personalized spa treatment or scoring a "birdie" on our 36 holes of championship golf. Our 402 guest rooms and suites are modern and bright with uninterrupted ocean views. The resort's dining venues cater to all tastes with family-friendly pizza restaurants, signature buffets and prime steak and seafood eateries. With a pristine beach at your doorstep and access to preserved marshlands for kayaking and paddle-boarding, there's no better place for a Florida getaway than our beachfront resort in Amelia Island.

eSolutions Xchange's mission is to 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. These leaders help control costs and improve the quality of healthcare 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. eSolutions Xchange's membership is comprised of technical and business staff who are involved in EDI, clinical data and health IT projects, and our membership represents the majority of Blue Cross and Blue Shield Plans from across the country.

We are currently planning a dynamic program with great speakers who will address topics, such as:

- Clinical/Health Information Exchange Strategies
- Retrieval of Electronic Health Records/CCDA for Quality/RISK
- Emerging Interoperability Strategies using FHIR Technology
- Evolution of EDI Mandates/Adoption Strategies
- Web Portal Strategies
- CMS and Industry Updates
- Blue Cross and Blue Shield Association Initiatives and Mandates
- **Open Discussion Forum for Attendees/Vendors**

**Setup/Networking**

Sunday afternoon, August 25, is set-up time for exhibitors and will be followed by a networking reception in the exhibition area early that evening. Each exhibitor will have the opportunity to give a brief introduction of your company during this reception. Enclosed you will find information on the conference, including an application for exhibit space. There will be 22 exhibit booths available at this year's conference.

Sunrise to Success:  
Rise and Shine  
with  
Esolutions



A Blue Plan Collaborative for Innovation  
www.esolutionsxchange.org

August 25-28, 2024  
Omni Amelia Island Plantation  
Amelia Island, FL



## Booth Applications

Booth fees include exhibit space, conference registration, meals and social functions for two representatives. We cannot honor telephone requests to hold a booth. Booth assignments will be issued in the order in which the completed exhibitor application and payment is received. Special consideration for booth placement is given to conference sponsors. Due to the limited number of booths available, we do expect to sell out and encourage you to complete the application and return it with your check or credit card payment today!

## Sponsorship Opportunities

Exhibitors also have the opportunity to sponsor a breakfast, break, lunch or special event. Exhibitors that sponsor special events or meals will be given special consideration on booth location and will receive individual recognition during our luncheon on Monday. We have enclosed a list of events/activities available for sponsorship. Full payment is required with your completed application to reserve a booth.

## Hotel Reservations - Omni Amelia Island Plantation

View the Link on our website at [www.esolutionsxchange.org](http://www.esolutionsxchange.org) to make your reservations online or you can make your hotel reservations by calling (888) 261-6161 and referencing the eSolutions Xchange Conference.

Group rates start at a standard room rate of \$269 per room per night. **These rates are available until July 24, 2024, or until the group block sells out.** You can also make your reservations through our website by going to [www.esolutionsxchange.org](http://www.esolutionsxchange.org) and clicking on "2024 Conference" in the main menu.

We always appreciate your support of our annual eSolutions Xchange conference and hope that you plan to join us in August for this great opportunity to market your products and/or services and build relationships with the Blue community. 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 for your support of eSolutions Xchange.

**The eSolutions Xchange 2024  
Conference is hosted by:**

**Florida Blue** 

**Sunrise to Success:  
Rise and Shine  
with  
eSolutions**

**e-solutions  
Xchange**

A Blue Plan Collaborative for Innovation  
[www.esolutionsxchange.org](http://www.esolutionsxchange.org)

**August 25-28, 2024  
Omni Amelia Island Plantation  
Amelia Island, FL**





**eSolutions Xchange 2024 Conference Agenda**  
***Sunrise to Success: Rise and Shine with Esolutions***  
**Omni Amelia Island Plantation, Amelia Island, FL**  
**August 25 - 28, 2024**

**Sunday, August 25, 2024**

- 1:00 p.m. – 5:00 p.m. Registration Desk Open
- 2:00 p.m. – 5:00 p.m. Vendor Move In
- 3:30 p.m. – 5:00 p.m. General Session – **Plan Share** - (Blues Only Session)
- 5:00 p.m. – 7:00 p.m. Opening Reception and Vendor Introductions in Exhibit Hall

**Monday, August 26, 2024**

- 7:30 a.m. – 8:30 a.m. Breakfast in the Exhibit Hall
- 8:30 a.m. – 9:00 a.m. **Welcome and Opening Comments**
- 9:00a.m. – 10:00 a.m. **Keynote Speaker: *Attitude Changes Everything*** – Sam Glenn
- 10:00 a.m. – 10:30 a.m. Break and Visit Exhibit Hall
- 10:30 a.m. – 11:15 a.m. **General Session**
- 11:15 a.m - 12:00 p.m. **General Session**
- 12:00 p.m. – 1:15p.m. Exhibitor/Sponsor Recognition Luncheon
- 1:15 p.m. – 2:00 p.m. **General Session**
- 2:00 p.m. - 2:45 p.m. **General Session**
- 2:45 p.m. – 3:15 p.m. Break and Visit Exhibit Hall
- 3:15 p.m. – 4:15 p.m. **General Session: *Blue Cross Association Updates***  
**(Closed session)**
- 4:15 p.m. – 5:00 p.m. **General Session**
- 6:00 p.m. – 9:00 p.m. eSolutions Xchange Dinner and Event

## Tuesday, August 27, 2024

- 7:30 a.m. – 8:30 a.m. Breakfast in Exhibit Hall
- 8:30 a.m. – 9:30 a.m. **General Session**
- 9:30 a.m. – 10:30 a.m. **General Session**
- 10:30 a.m. – 11:00 a.m. Break and Visit Exhibit Hall
- 11:00 a.m. – 12:00 p.m. **General Session**
- 12:00 p.m. Pick Up Box Lunch
- 12:30 p.m. – 5:30 p.m. **Networking Activities:** (may sign up for one)  
- Cumberland Island Cruise  
- Historic Tour of Amelia Island, Walking Tour and Downtown Shopping  
- Beach Set Ups

## Wednesday, August 28, 2024

- 7:30 a.m. – 8:30 a.m. Breakfast in Exhibit Hall
- 8:30 a.m. – 8:45 a.m. **Preview of eSolutions Xchange 2025**
- 8:45 a.m. – 9:30 a.m. **General Session**
- 9:30 a.m. – 10:15 a.m. **General Session: Vendor / Blues Plan Share**
- 10:15 a.m. – 11:00 a.m. Break and Visit Exhibit Hall, Vendor Door Prizes
- 11:00 a.m. – 12:00 p.m. **General Session: Plan Share**





## Exhibitor Application Omni Amelia Island Plantation, Amelia Island, FL August 25 - 28, 2024

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 address:**

Website \_\_\_\_\_ Sales Contact \_\_\_\_\_

Email Address \_\_\_\_\_

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

1. \_\_\_\_\_  
Name Email

2. \_\_\_\_\_  
Name Email

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

**Additional Representatives - \$500 each**

3. \_\_\_\_\_  
Name Email

4. \_\_\_\_\_  
Name Email

**FEES: 8' x 10' Booth:**

\_\_\_\_\_ Number of booths at \$3,500 each \$ \_\_\_\_\_

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

Sponsorship Activity: \_\_\_\_\_ \$ \_\_\_\_\_

**(For Activity name you wish to sponsor, please see Sponsorship Activities sheet.)**

**TOTAL AMOUNT** \$ \_\_\_\_\_

**Exhibitor Application (continued)**  
**Omni Amelia Island Plantation, Amelia Island, FL**  
**August 25 - 28, 2024**

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

**Activities for Tuesday, August 27, 2024**

Registered Attendee Name	Historic Amelia Island Tour	Beach Set Ups	Cumberland Island Boat Tour
1) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4) _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Select one activity per registered exhibit attendee.**

**Activities available on a first come first served basis.**

Mail payment by check to: eSolutions Xchange  
 Attn. Lisa Beard, Conference Planner  
 P.O. Box 380124  
 Birmingham, AL 35238-0124

Signature of Representative: \_\_\_\_\_

**Pay with a credit card online at [www.esolutionsxchange.org](http://www.esolutionsxchange.org)  
 2024 Conference under the Exhibit/Sponsorship Tab.**

**[Receipt will be emailed once payment is received.](#)**



## TERMS AND CONDITIONS APPLICATION FOR EXHIBIT SPACE

**eSolutions Xchange**  
**Sunday - Wednesday, August 25-28, 2024**  
**Onni Amelia Island Plantation, Amelia Island, FL**

1. Twenty 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 eSolutions Xchange conference, one additional representative fee will be waived for every \$3,000 in sponsorship. For example, if you sponsor a \$6,000 event your representative fees for an additional 2 will be waived.
3. Exhibitors are encouraged to provide door prizes. Time will be allotted at the end of 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, MasterCard and Discover). **All credit card payments must be processed on the eSolutions Xchange website under 2024 Conference Tab - Exhibit/Sponsors.**
5. A cancellation fee of \$500 per booth will be charged to exhibitors who cancel prior to July 1, 2024. Cancellation after July 1, 2024 or failure to occupy space obligates the exhibitor to full payment and eSolutions Xchange reserves the right to re-sell the booth space. No refunds on sponsorships will be given after July 1, 2024.
6. **You can make your hotel reservations by calling Omni Amelia Island Plantation, at (888) 261-6161 and reference the eSolutions Xchange conference. Group rates begin at \$269 per night for a Standard room and are available until July 24, 2024 or until the group block sells out.** There are options for upgraded rooms as well on a limited basis. You can also make your reservations through our website at [www.esolutionsxchange.org](http://www.esolutionsxchange.org) under the **2024 Conference - Hotel Information as well as the Home page.**
7. If you have any questions, please direct them to our Conference Planner, 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 August 1, 2024 to:

**eSolutions Xchange**  
**Attn. Lisa Beard, Conference Planner**  
**P.O. Box 380124**  
**Birmingham, AL 35238-0124**



## eSolutions Xchange 2024 CONFERENCE SPONSORSHIP ACTIVITIES

eSolutions Xchange appreciates the monetary assistance provided by exhibitors and supporters who sponsor conference events. A variety of events are available for sponsorship for the 2024 Conference. Sponsorship allows you to highlight your company while demonstrating your support of eSolutions Xchange. Sponsors are recognized in the official program booklet, conference app 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.**

\_\_\_\_\_ Reception in the Exhibit Hall: Sponsorship is \$8,000 or 2 co-sponsorships at \$4,000 each

\_\_\_\_\_ Conference Printed Program: Sponsorship is \$3,000

\_\_\_\_\_ Conference Bag: Sponsorship is \$3,500

\_\_\_\_\_ Conference Wifi: Sponsorship is \$3,000

\_\_\_\_\_ Monday Breakfast: Sponsorship is \$2,500

\_\_\_\_\_ Monday Keynote Speaker: Sponsorship is \$3,000

\_\_\_\_\_ Monday Morning Break: Sponsorship is \$1,500

\_\_\_\_\_ Monday Recognition Lunch: Sponsorship is \$3,000

\_\_\_\_\_ Monday Afternoon Break: Sponsorship is \$1,750

\_\_\_\_\_ Monday Night Dinner and Event: Sponsorship is \$10,000  
(or 2 co-sponsors at \$5000 each)

\_\_\_\_\_ Tuesday Breakfast: Sponsorship is \$2,500

\_\_\_\_\_ Tuesday Morning Break: Sponsorship is \$1,750

\_\_\_\_\_ Tuesday Box Lunch: Sponsorship is \$2,500

\_\_\_\_\_ Tuesday Afternoon Activity - Historic Amelia Island Tour: Sponsorship is \$2,500

\_\_\_\_\_ Tuesday Afternoon Activity - Cumberland Island Boat Tour: Sponsorship is \$3,000

\_\_\_\_\_ Tuesday Afternoon Activity - Beach Set Ups: Sponsorship is \$3,000

\_\_\_\_\_ Wednesday Breakfast: Sponsorship is \$2,500

\_\_\_\_\_ Wednesday Morning Break: Sponsorship is \$1,500

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.



## 2024 Conference Hotel

### Omni Amelia Island Plantation

OMNI RESORTS®  
amelia island plantation



Located just off the northeast coast of Florida, Amelia Island is a tranquil beach escape embraced by Southern charm. There are 13 miles of beaches and Endless views in every direction. Sink your toes into the appalachian-quartz sand as you stroll along the shore. Breathe in the salt air. Let the rhythmic sound of gentle waves be the soundtrack to your getaway. On Amelia Island, beach days are the best days.

Accommodations range from one of the 402 guest rooms and suites are modern and bright with uninterrupted ocean views in the Omni Hotel or a spacious resort view Villa which offers a one or two bedroom and affords the flexibility to entertain in comfort, and relax in abundant privacy. Villas include a full size kitchen, expanded living room, and dining room as well as private balcony or patio available.

You can make your hotel reservations by calling (888) 261-6161 and mention the eSolutions Xchange conference. **Group rates start at \$269 per night for a Standard room and go up depending on Room Type chosen. These rates are available until July 24, 2024 or until Group block sells out.** You can also make your reservations through our website by going to [www.esolutionsxchange.org](http://www.esolutionsxchange.org) and clicking on the **2024 Conference Tab** and the **Hotel Information page** and clicking on the **Blue Button** that will direct you to the **Omni Amelia Island Resort** reservation website.



Omni Amelia Island Plantation  
39 Beach Lagoon Rd  
Fernandina Beach, FL 32034  
(888) 261-6161

