



To: Prospective Exhibitors / Sponsors – 2027 eSolutions Xchange Conference

From: Charlie Genova, Director, EDI at Palmetto GBA / Blue Cross Blue Shield of South Carolina, Vice-Chair

**eSolutions Xchange 2027 Conference – 41st Annual
Sunday, April 18 – Wednesday, April 21, 2027
The Westin Poinsett, Greenville, SC**

It is time to make your plans to be one of our exhibitors and / or sponsors at the 2027 eSolutions Xchange Conference. Blue Cross Blue Shield of South Carolina is pleased to host this year's conference in Greenville, South Carolina. Discover timeless sophistication at The Westin Poinsett Greenville, an iconic hotel located in downtown Greenville. Originally opened in 1925 and beautifully restored, this historic property seamlessly blends classic Southern elegance with modern comfort, offering a distinguished setting for both leisure travel and business meetings. Greenville is a warm, inviting, down-to-earth place where waterfalls grace the city center, mountain views fill the horizon with endless panoramas, and a remarkably cosmopolitan craft food and beverage scene delights every palate. You'll find all this and more wrapped in comfort and ease and tied with a bow of genuine Southern hospitality.

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
- Artificial Intelligence
- CMS and Industry Updates
- Blue Cross and Blue Shield Association Initiatives and Mandates
- **Open Discussion Forum for Attendees/Vendors**

Setup/Networking

Sunday afternoon, April 18, is set-up time for exhibitors and will be followed by a networking reception in the exhibition area early that evening. Enclosed you will find information on the conference, including an application for exhibit space. There will be 20 exhibit booths available at this year's conference.

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! **Any company that sells a product or service, must exhibit or if they choose to sponsor only, the minimum amount would be equal to the cost of a booth (\$4500) to participate in the conference.**

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 - The Westin Poinsett

View the Link on our website at www.esolutionsxchange.org to make your reservations online or you can make your hotel reservations by calling (864) 421-9700 and referencing the eSolutions Xchange Conference.

Group rates start at a standard room rate of \$205 per room per night. **These rates are available until March 25, 2027, or until the group block sells out.**

You can make your hotel reservations through our website by going to www.esolutionsxchange.org and clicking on "2027 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 2027
Conference is hosted by:**





eSolutions Xchange 2027 Conference Agenda
Innovate, Integrate, Elevate Ya'll Together in Greenville
The Westin Poinsett, Greenville
April 18-21, 2027

Sunday, April 18, 2027

1:00 p.m. – 5:00 p.m.	Registration Desk Open
2:00 p.m. – 5:00 p.m.	Exhibitor Move In
3:30 p.m. – 5:00 p.m.	General Session – <i>Plan Share</i> - (Blues Only Session)
5:00 p.m. – 6:30 p.m.	Opening Reception in Exhibit Hall

Monday, April 19, 2027

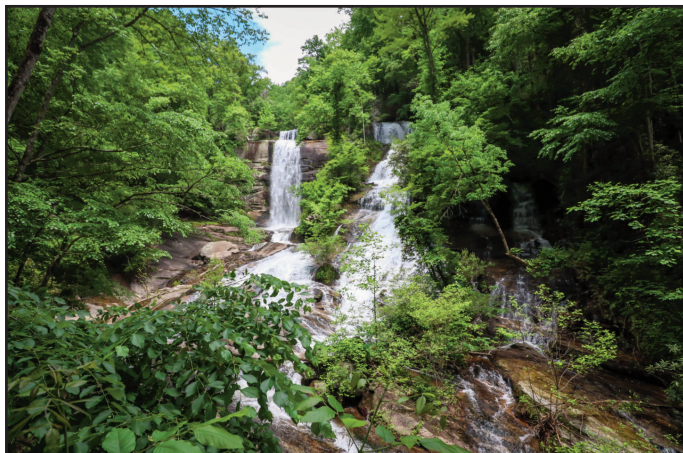
7:30 a.m. – 8:30 a.m.	Breakfast in the Exhibit Hall
8:30 a.m. – 8:45 a.m.	Welcome and Opening Comments
8:45 a.m. – 10:15 a.m.	Keynote Speaker: <i>Transformational Leadership</i> - Brett Pyle, CSP
10:15 a.m. – 10:45 a.m.	Break and Visit Exhibit Hall
10:45 a.m. – 11:30 a.m.	General Session- <i>X12 Update</i> - Cathy Sheppard
11:30 a.m. – 12:45 p.m.	Exhibitor/Sponsor Recognition Luncheon
12:45 p.m. – 1:45 p.m.	General Session
1:45 p.m. - 2:30 p.m.	General Session - WEDI - <i>Work Group for Electronic Data Interchange Update</i> - Rob Tennant
2:30 p.m. – 3:00 p.m.	Break and Visit Exhibit Hall
3:00 p.m. – 4:15 p.m.	General Session
4:15 p.m. – 5:00 p.m.	General Session: <i>Blue Cross Association Updates</i> - Gail Kocher (Closed session, Blue Plans Only)
6:00 p.m. – 8:30 p.m.	eSolutions Xchange Event / Dinner

Tuesday, April 20, 2027

7:30 a.m. – 8:30 a.m.	Breakfast in Exhibit Hall
8:30 a.m. – 9:30 a.m.	Panel Session:
9:15 a.m.– 10:15 a.m.	General Session: <i>HL7 Updates</i>
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, are assigned on a first come first served basis. Selection preference will be based on when payment was received.)

Wednesday, April 21, 2027

7:30 a.m. – 8:30 a.m.	Breakfast in Exhibit Hall
8:30 a.m. – 8:45 a.m.	Preview of eSolutions Xchange 2028
8:45 a.m. – 9:30 a.m.	General Session:
9:30 a.m. – 10:15 a.m.	General Session: <i>Vendor / Blues Plan Share</i>
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: <i>Plan Share</i>



e·solutions Xchange

A Blue Plan Collaborative for Innovation

2027 Conference Hotel

The Westin Poinsett

THE WESTIN
POINSETT
GREENVILLE



Experience the timeless character of The Westin Poinsett, a landmark destination in the heart of downtown Greenville. This historic hotel is located on Main Street. The Westin Poinsett, has been offering exceptional service in Greenville since 1925. This downtown hotel offers AAA Four Diamond accommodations in the heart of the city. The Westin Poinsett was the 2021 Winner of Best City Center Historic Hotel by Historic Hotels of America. Stay one block from the Peace Center and within walking distance of local shopping and Falls Park is just a 5 minutes' walk. Enjoy breakfast at Spoonbread or casual drinks and live music at Lobby Lounge.

Westin Poinsett offers a complimentary airport shuttle at select times to/from Greenville-Spartanburg International Airport for Westin Poinsett Hotel guests with reservations. Call (864) 421-9700 to schedule pick-ups/drop-offs (must be done 24 hrs in advance)

You can make your hotel reservations by calling (864) 421-9700 and mention the eSolutions Xchange conference. **Group rates are \$219 per night for a Standard room. These rates are available until March 25, 2027 or until Group block sells out.** You can also make your reservations through our website by going to

www.esolutionsxchange.org and clicking on the **2027 Conference Tab** and the **Hotel Information page** and clicking on the **Blue Button** that will direct you to **The Westin Poinsett** reservation website.



The Westin Poinsett
120 S Main St
Greenville, SC 29601
(864) 421-9700



Exhibitor Application
The Westin Poinsett, Greenville, SC
April 18-21, 2027

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 - \$550 each

3. _____
Name Email

4. _____
Name Email

FEES: 8' x 10' Booth:

_____ Number of booths at \$4,500 each \$ _____

Additional Representatives (2 included) _____ at \$550 each \$ _____

Sponsorship Activity: _____ \$ _____

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

TOTAL AMOUNT \$ _____



Exhibitor Application (continued)
The Westin Poinsett, Greenville, SC
April 18-21, 2027

Company Name _____

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
2026 Conference under the Exhibit/Sponsorship Tab.

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

eSolutions Xchange 2027 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 2027 Conference. Sponsorship allows you to highlight your company while demonstrating your support of eSolutions Xchange. Sponsors are recognized in the official program booklet, during the sponsored event and will have 2 minutes during a general session to introduce their product / service. 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.**

eSolutions Xchange 2027 CONFERENCE SPONSORSHIP ACTIVITIES

_____ Reception in the Exhibit Hall: Sponsorship is \$9,000 or 2 co-sponsorships at \$4,500 each

_____ Conference Printed Program: Sponsorship is \$4,500

_____ Name Badges / Lanyard: Sponsorship is \$4,500

_____ Conference Bag: Sponsorship is \$4,500

_____ Conference Wifi: Sponsorship is \$4,500

_____ Monday Breakfast: Sponsorship is \$3,000

_____ Monday Keynote Speaker: Sponsorship is \$4,500

_____ Monday Morning Break: Sponsorship is \$2,200

_____ Monday Recognition Lunch: Sponsorship is \$4,500

_____ Monday Afternoon Break: Sponsorship is \$2,200

_____ Monday Night Dinner and Event: Sponsorship is \$10,000

_____ Tuesday Breakfast: Sponsorship is \$3,000

_____ Tuesday Morning Break: Sponsorship is \$2,200

_____ Tuesday Box Lunch: Sponsorship is \$2,750

_____ Tuesday Afternoon Activity: #1 - Sponsorship is \$4,500

_____ Tuesday Afternoon Activity: #2 - Sponsorship is \$4,500

_____ Tuesday Afternoon Activity: #3 - Sponsorship is \$4,500

_____ Wednesday Breakfast: Sponsorship is \$2,750

_____ Wednesday Morning Break: Sponsorship is \$2,000

Please indicate which activities you would like to sponsor and return this form along with your check or credit card payment. Please check the website to see if your chosen sponsorship has already been sold. You can reserve your Exhibit Booth and Sponsorship immediately, by visiting our website www.esolutionsxchange.org

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.



TERMS AND CONDITIONS APPLICATION FOR EXHIBIT SPACE / SPONSORSHIP

Qualifications of an Exhibitor:

eSolutions Xchange's Steering Committee will, in its sole discretion, determine whether a prospective Exhibitor is eligible to participate in the eSolutions Xchange Conference. eSolutions Xchange reserves the right to refuse or provide exhibit space to any exhibiting company not compatible with the general character and objectives of eSolutions Xchange upon receipt of their application.

Any company that sells a product or service to our Blue Cross plan would be required to sponsor or exhibit to attend the conference. Sponsoring / Exhibiting companies are required to invest a minimum of \$4500 (in 2027) to attend the conference. This can be an exhibit booth or one or more sponsorships that total \$4500 or above.

Exhibit Booth Specifications:

Twenty 8' x 10' booths are available. Exhibit 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.

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 \$550 each.

We ask that you limit the 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 \$4,000 in sponsorship. For example, if you sponsor a \$8,000 event your representative fees for an additional 2 representative fees will be waived.

Exhibitors are encouraged to provide door prizes. Time will be allotted at the end of the conference for drawings. Exhibitors may not enter or win other exhibitors' prizes.

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 2027 Conference Tab - Exhibit/Sponsors.

Cancellation Policy:

2027 Conference: A cancellation fee of \$500 per booth will be charged to exhibitors who cancel prior to March 10, 2027. Cancellation after March 10, 2027 or failure to occupy space obligates the exhibitor to full payment and eSolutions Xchange reserves the right to re-sell the booth space. Written notice is required to cancel booth space.



Compliance:

- a. eSolutions Xchange conference management reserves the right to reject, remove or prohibit any exhibit/display in whole or in part, or any Exhibitor or its representatives if, in the opinion of eSolutions Xchange conference management, the exhibit or the activities of the Exhibitor or its representatives violates the contract, the Rules or Regulations, or are detrimental to the goals and purposes of the eSolutions Xchange Conference.
- b. Prohibited or inappropriate conduct which results in the Exhibitor removal will also result in the forfeiture of all exhibit fees, or any other fees; the Exhibitor will remain liable for any damages due to its actions.
- c. Use of a booth space by two or more companies is NOT permitted. Representatives that attend under the conference as an additional representative must be directly employed by the company that purchased the exhibit space or sponsorship. Sharing of space is not permitted and will result in a ban from future conferences.
- d. Any Exhibitor who is a "no show", meaning that the booth is not set up and staffed by the show opening time of 5:00pm on the opening day of the conference without prior permission, will forfeit the company's booth space for the duration of the eSolutions Xchange Conference. Non-attendance does not constitute cancellation on the Exhibitor's part, and no refunds or credits will be issued.

Promotional Errors:

eSolutions Xchange will not be liable for any errors or omissions in the Conference's attendee lists, websites, newsletter or any other promotional or on-site materials.

If you have any questions, please direct them to our Conference Planner, Lisa Beard at 205-585-4000 or lisa@esolutionsxchange.org

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