

# e·solutions Xchange

A Blue Plan Collaborative for Innovation

**To:** Prospective Exhibitors / Sponsors – 2026 eSolutions Xchange Conference

**From:** Brandon Hetrick, Director, EIT Core Payer Applications – Provider and EDIS at Blue Cross Blue Shield of Tennessee, Vice-Chair

## **eSolutions Xchange 2026 Conference – 40th Annual Sunday, April 19 – Wednesday, April 22, 2026 The Westin, Chattanooga, TN**

It is time to make your plans to be one of our exhibitors and / or sponsors at the 2026 eSolutions Xchange Conference. Blue Cross Blue Shield of Tennessee is pleased to co-host this year's conference in Chattanooga, Tennessee. Recharge in the middle of bustling downtown at The Westin Chattanooga. We put you in walking distance of local restaurants, the Tivoli Theatre and family attractions like the Tennessee Aquarium and Creative Discovery Museum. Shop the boutique stores of nearby West Village or Warehouse Row.

Take in the breathtaking TN scenery when you ride the Incline Railway up Lookout Mountain or walk along the 13-mile Tennessee Riverwalk. It's no wonder why Chattanooga has been voted the #1 city in the US for outdoor adventures. After a day hiking or seeing the sights, sample Southern cuisine at Dorato or visit our rooftop restaurant and bar, Alchemy, for an extensive list of specialty drinks.

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, April 19, 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 25 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 (\$4000) 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 Chattanooga

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 (423) 531-4653 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 20, 2026, 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 "2026 Conference" in the main menu.

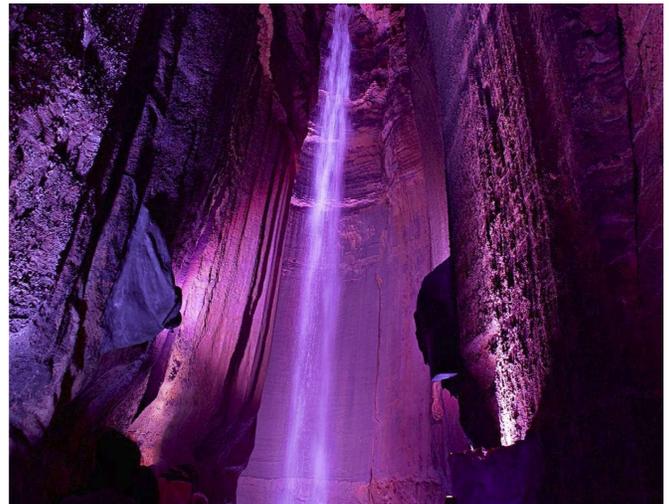
We always appreciate your support of our annual eSolutions Xchange conference and hope that you plan to join us in August for this great opportunity to market your products and/or services and build relationships with the Blue community. If you have any questions, please contact our conference facilitator, 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 2026  
Conference is hosted by:**



**of Tennessee**





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## **eSolutions Xchange 2026 Conference Agenda** *Your Gateway to EDI Innovation* **Intercontinental Kansas City at the Plaza** **April 19-22, 2025**

### **Sunday, April 19, 2026**

- |                       |  |
|-----------------------|--|
| 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 – <b>Plan Share</b> - (Blues Only Session) |
| 5:00 p.m. – 6:30 p.m. | Opening Reception in Exhibit Hall                          |

### **Monday, April 20, 2026**

- |                         |  |
|-------------------------|--|
| 7:30 a.m. – 8:30 a.m.   | Breakfast in the Exhibit Hall  |
| 8:30 a.m. – 9:00 a.m.   | <b>Welcome and Opening Comments</b>  |
| 9:00a.m. – 10:00 a.m.   | <b>Keynote Speaker:</b>  |
| 10:00 a.m. – 10:30 a.m. | Break and Visit Exhibit Hall   |
| 10:30 a.m. – 11:15 a.m. | <b>General Session</b>   |
| 11:15 a.m - 12:00 p.m.  | <b>Panel Session</b>   |
| 12:00 p.m. – 1:00 p.m.  | Exhibitor/Sponsor Recognition Luncheon   |
| 1:00 p.m. – 2:00 p.m.   | <b>General Session</b>   |
| 2:00 p.m. - 2:45 p.m.   | <b>General Session</b>   |
| 2:45 p.m. – 3:15 p.m.   | Break and Visit Exhibit Hall   |
| 3:15 p.m. – 4:15 p.m.   | General Session  |
| 4:15 p.m. – 5:00 p.m.   | <b>General Session: <i>Blue Cross Association Updates</i> - Gail Kocher<br/>(Closed session)</b> |
| 6:00 p.m. – 8:30 p.m.   | eSolutions Xchange Event / Dinner  |

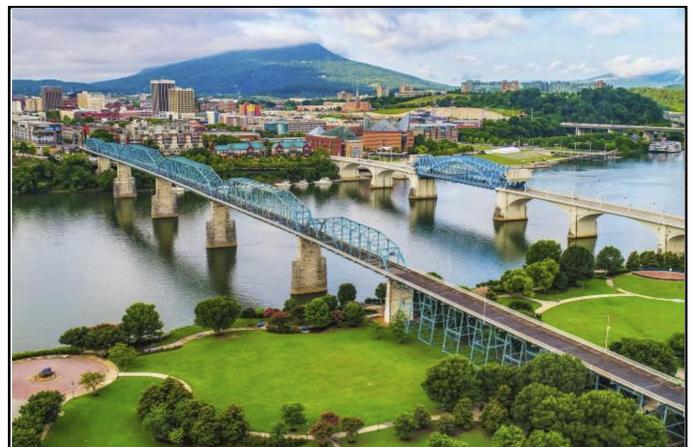
## Tuesday, April 21, 2026

7:30 a.m. – 8:30 a.m.	Breakfast in Exhibit Hall
8:30 a.m. – 9:30 a.m.	<b>Panel Session:</b>
9:30 a.m.– 10:30 a.m.	<b>General Session</b>
10:30 a.m. – 11:00 a.m.	Break and Visit Exhibit Hall
11:00 a.m. – 12:00 p.m.	<b>General Session</b>
12:00 p.m.	Pick Up Box Lunch
12:30 p.m. – 5:30 p.m.	<b>Networking Activities:</b>

(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 22, 2026

7:30 a.m. – 8:30 a.m.	Breakfast in Exhibit Hall
8:30 a.m. – 8:45 a.m.	<b>Preview of eSolutions Xchange 2027</b>
8:45 a.m. – 9:30 a.m.	<b>General Session</b>
9:30 a.m. – 10:15 a.m.	<b>General Session: <i>Vendor / Blues Plan Share</i></b>
10:15 a.m. – 11:00 a.m.	Break and Visit Exhibit Hall, Vendor Door Prizes
11:00 a.m. – 12:00 p.m.	<b>General Session: <i>Plan Share</i></b>





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## 2026 Conference Hotel

The Westin Chattanooga

# THE WESTIN

CHATTANOOGA



The Westin Chattanooga is an urban retreat in the heart of downtown Chattanooga, located within walking distance of the Chattanooga Convention Center, Tivoli Theatre, Tennessee Aquarium and Warehouse Row. Enjoy scenic views of Lookout Mountain and Downtown Chattanooga from one of our 260 luxuriously appointed guest rooms. The beauty of the Appalachian Mountains makes Chattanooga a mecca for outdoor activities and adventures. Outside our front door, you will find world-class hiking, mountain biking, rock climbing and a beautiful 13-mile Riverwalk along the Tennessee River. After a day of adventure, enjoy some rest and relaxation by lounging in a poolside cabana on our second floor pool deck. Take in the breathtaking TN scenery when you ride the Incline Railway up Lookout Mountain or walk along the 13-mile Tennessee Riverwalk. It's no wonder why Chattanooga has been voted the #1 city in the US for outdoor adventures.

You can make your hotel reservations by calling (423) 531-4653 and mention the eSolutions Xchange conference. **Group rates are \$205 per night for a Standard room. These rates are available until March 20, 2026 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 **2026 Conference Tab** and the **Hotel Information page** and

clicking on the **Blue Button** that will direct you to **The Westin Chattanooga** reservation website.



**The Westin Chattanooga**  
**801 Pine Street**  
**Chattanooga, TN 37402**  
**(423) 531-4653**



# Exhibitor Application

## The Westin, Chattanooga, Tennessee

### April 19-22, 2026

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 \$4,000 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)  
The Westin, Chattanooga, Tennessee  
April 19-22, 2026**

**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](http://www.esolutionsxchange.org)  
2026 Conference under the Exhibit/Sponsorship Tab.**

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



## 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 \$4000 (in 2026) to attend the conference. This can be an exhibit booth or one or more sponsorships that total \$4000 or above.

### **Exhibit Booth Specifications:**

Twenty-five 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 \$500 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 \$3,000 in sponsorship. For example, if you sponsor a \$6,000 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 2026 Conference Tab - Exhibit/Sponsors.

### **Cancellation Policy:**

2026 Conference: A cancellation fee of \$500 per booth will be charged to exhibitors who cancel prior to March 10, 2026. Cancellation after March 10, 2026 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.



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### **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 HLA Alabama 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](mailto:lisa@esolutionsxchange.org)

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

## **eSolutions Xchange 2026 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 2026 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.**

- Reception in the Exhibit Hall: Sponsorship is \$8,000 or 2 co-sponsorships at \$4,000 each
- Conference Printed Program: Sponsorship is \$4,000
- Conference Bag: Sponsorship is \$4,000
- Conference Wifi: Sponsorship is \$4,000
- Monday Breakfast: Sponsorship is \$2,750
- Monday Keynote Speaker: Sponsorship is \$4,000
- Monday Morning Break: Sponsorship is \$2,000
- Monday Recognition Lunch: Sponsorship is \$3,000
- Monday Afternoon Break: Sponsorship is \$2,000
- Monday Night Dinner and Event: Sponsorship is \$10,000 (or 2 co-sponsors at \$5,000 each)
- Tuesday Breakfast: Sponsorship is \$2,750
- Tuesday Morning Break: Sponsorship is \$2,000
- Tuesday Box Lunch: Sponsorship is \$2,500
- Tuesday Afternoon Activity: Tennessee Aquarium - Sponsorship is \$4,000
- Tuesday Afternoon Activity: Ruby Falls - Sponsorship is \$4,000
- Tuesday Afternoon Activity: Gate 11 Distillery Tour- Sponsorship is \$4,000
- 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. **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.