

# HFMA NETWORKING SPONSORSHIP OPPORTUNITIES



## 2015 Annual National Institute (ANI) Sponsorships

### Build visibility and enhance your network with ANI

ANI, HFMA's national conference and premier event, attracted almost 3,000 healthcare finance executives from across the nation in 2014. This year's event will include more than 70 educational sessions on a variety of healthcare topics including Healthcare Reform, HFMA Value Project, Revenue cycle; payment/reimbursement/managed care; and compliance/legislative.

### 2014 Demographics

- 67% of educational attendees were providers
- 50.9% of the providers were executive level VP or above
- 25.3% of providers were CFO or Controllers

### Date and Location

*June 22-25, 2015 Orlando Florida Convention Center*

### All Sponsorship Include the following:

- Logo and/or recognition:
  - On ANI website
  - On entrance unit
  - Near registration
- Pre/post-conference attendee mailing lists
- One Full program registrations per \$5,000 committed (*approximately \$1,100 value each*)
- Use of HFMA's ANI sponsor logo to promote your sponsorship
- Preferred booth selection for ANI 2016
- Additional benefits based on sponsorship asset

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- Connect. Celebrate. Event (Wednesday night 6-10pm)...\$50,000
  - Co-sponsorship
- Annual Chapter Awards Dinner (Tuesday night 300+ attendees – 5:30 pm – 8 pm )..\$25,000
- Leadership Traditions Brunch (50 Past Board Members)....\$25,000
- Monday morning Golf outing (rights to emcee).....\$22,000
- Exhibit hall Lunch Desert sponsorship (with dessert in sponsor booth).....\$10,000
- Escalator runner entering exhibit hall...\$15K each or \$25K for both
- Tuesday Featured Speaker (rights to introduce).....\$15,000
- Attendee Badge Ticket (50 CFO or 100 Senior Revenue Cycle).....\$7,500 (max 5 of each)
- Exhibit Hall Raffle - \$15,000 primary \$5,000 secondary
- 8 scheduled one on one meetings (15 min each)
  - CFO/VP of Finance \$15,000
  - VP of Revenue Cycle \$12,500
- Hot pretzels in booth with ticket in ticket book.....\$12,500
- Solution Showcase Presentation in education session...\$10,000
- Tuesday and Wednesday Breakfast (6:45 am – 8am)...\$10,000
- Water Bottles and stations.....\$10,000
- Escalator window clings.....\$12,500
- Private Meeting rooms on show floor
  - 20x20.....\$10,000      10x20...\$7,500
  - 20x20 with divider and two doors \$12,500
- Room Drop (double sided 8 ½ x 11 sheet).....\$10,000
- Program Guide.....\$10,000
- Critical Information Cards.....\$10,000
- Hanging 10 x 20 foot sign in exhibit hall.....\$10,000
- Hand sanitizers with logo (individual size provided at registration to attendees)....\$7,000
- 6 foot meter board (double sided).....\$5,000
- Ticket in ticket book.....\$5,000



**For information on sponsorship opportunities, please contact:**

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