

making connections

For information on sponsorship opportunities,

Please contact Kurt Belisle at 815-549-1034 or kbelisle@hfma.org



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Presentation Outline

- Who are the Members of HFMA
- Why Sponsor HFMA
- Networking Opportunities
- Thought Leadership Opportunities
- Branding Opportunities
- *Leadership* Opportunities
- Annual Sponsorship Levels



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HFMA Membership Overview

- Since 1946, HFMA is the nation's leading membership organization for healthcare financial management executives and leaders. More than 36,000 members, ranging from CFOs to controllers consider HFMA a respected thought leader on top trends and issues facing the healthcare industry.
- HFMA is the trusted resource of senior level financial executives of hospitals
- The average Member of HFMA has been in Healthcare for 21 years and a member of HFMA for 10 years.
- 66.9% of our membership are from the provider or payer market
- 39.3% of our membership are Executive Level and 37.1% are management level – These are the people that have the decision making ability or are key influencers of decisions within the hospitals



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HFMA helps Hospital CFOs, controllers, accountants and other finance leaders create and maintain fiscally sound healthcare organizations in order to provide excellent patient care. We do this through:

- Results-driven education and publications
- In-depth resources and research
- Peer-to-peer networking and best practices

Why Sponsor HFMA

- The benefits of sponsorship are significant. Organizations enhance their brand equity and their position as a thought leader in the healthcare industry while gaining key networking opportunities. By aligning with the trusted HFMA brand - recognized for value, quality and innovation-sponsors deepen their relationship with loyal HFMA members.
- 60% of our membership find Sponsorships valuable in making them aware of companies products or services.
- 49% of our membership found Sponsorships valuable in making product purchasing decisions

“We are extremely satisfied with HFMA's level of service, personal attention, and commitment to ensuring that our investments in HFMA sponsorship opportunities are aligned with our specific business objectives and supportive of the educational needs of finance professionals across the healthcare industry.”

Kate Kervin
Siemens Healthcare - Imaging and IT
VP, Marketing and Communications
Siemens Health Services



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Why Sponsor HFMA

- Senior financial executive HFMA members control 90%+ of an organization's purchases for business-related products and services, including IT and consulting.
- 7 out of 10 hospital and health system senior financial executives belong to HFMA.

HFMA members get it...

Sponsors help make HFMA's conferences and events first-class educational and networking experiences.

HFMA's sponsors support the Association's ability to provide access to a wealth of resources and information that can enrich a healthcare financial leader's knowledge and mastery of the challenges that face the industry. Our members understand without the support of our sponsors they would not be able to attend events at reasonable costs to them.

- 71% of our membership feel Sponsorship increase the value of an event



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HFMA Sponsorship Opportunities

Networking

- Executive Event: March 2010 (page 7)
- Annual National Institute: June 2010, Nashville, TN (pages 8&9)
- **NEW** Virtual Tradeshow (pages 10 & 11)
- Fall Revenue Cycle Strategies Conference: November 2009 Chicago Illinois (pg 12)
- HFMA Executive Hospital On-site Briefings: Mutually agreed upon date and location (pg 13&14)
- Revenue Cycle Key Performance Indicators

Thought Leadership Activities

- Leadership Training Conference: April 2010 (page 15 & 16)
- Published Educational Reports (page 18)
- Published Roundtables (page 19)
- 60-Second Strategist (page 20)
- Skybox Roundtables (page 21)
- HFMA Forums (page 22)
- HFMA Webinar (pages 23 & 24)
- Leadership Magazine (pages 30-32)



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Branding Activities

- Compensation Survey (pages 25 & 26)
- HFMA's Top 40 Under 40 (pages 27 & 28)
- The Business of Caring Newsletter (page 29)

HFMA Networking Sponsorship Opportunities

EXECUTIVE EVENT CONFERENCE

Share ideas and network with CFOs in healthcare

HFMA's Executive Event is designed exclusively for CFOs and attracts over 300 industry leaders. As key decision-makers in their organizations, attendees view the Executive Event as the forum for networking and sharing ideas. This event is limited to a select few corporate sponsors and presents the ideal opportunity to interact with a highly-targeted senior audience.

Date and Location: March 2010

Sponsorship Fee: \$15,000

2009 Demographics: Mid-Level 24.9%/ Executive 66.9%/ Staff Specialists 5.9%/ Other 2.4%

Sponsorship Benefits Include:

- Three full-conference registrations to all education sessions
- 10 x 10 space for exhibiting with 6-foot draped table top provided
- Recognition on signage in registration area
- Pre/post-conference attendee mailing lists
- Logo on the HFMA Executive Summit website
- Use of HFMA logo to promote your sponsorship
- Sponsor listing in HFMA's Annual Report
- Sponsor recognition in HFMA e-mail to registered providers



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HFMA Networking Sponsorship Opportunities

ANNUAL NATIONAL INSTITUTE

Build visibility and enhance your network with ANI

ANI, HFMA's national conference and premier event, attracts more than 3,000 healthcare finance executives from across the nation. This year's event will include more than 70 educational sessions on a variety of healthcare topics including financial management; patient financial services/revenue cycle; payment/reimbursement/managed care; and compliance/legislative. Attended by decision-makers in healthcare finance, the national conference is a compendium of educational workshops, keynote addresses by well-known representatives of business and media, and many networking events. Many of the sponsorship packages for ANI are listed below.

65.7% of attendees were providers

46.6% of the providers were executive level VP or above

20.7% of providers were CFO or Controllers

Date and Location: June 14-17, 2009, Seattle, WA

Sponsorship Level: \$20,000-\$30,000

- ANI Highlight Video.....\$30,000
- Pocket Guide\$25,000
- Wednesday General Sessions.....\$20,000
- Golf Outing.....\$20,000
- "The ANI" Shirt\$20,000

Sponsorship Level: \$15,000-\$18,000

- Welcome Reception.....\$15,000 each
- (co-sponsorship)
- "I'm Certified" Shirt.....\$15,000
- Exhibitor Raffle Drawing Announcement...\$15,000
- Reusable Water Bottles.....\$15,000

- CFO Executive Education Symposium...\$15,000
- Volunteer Shirts (S/M/T/W)..... \$15,000
- Daily ANI Announcements.....\$15,000
(19 plasma screen TVs throughout event)



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HFMA Networking Sponsorship Opportunities

ANNUAL NATIONAL INSTITUTE CONTINUED

Sponsorship Level: \$10,000-\$12,500

- Show Daily Newspaper.....\$10,000
- Digital Handouts\$12,500
- Daily Schedule in all hotels (8).....\$10,000
- Boarding Pass Printing Stations.....\$12,500
- Relaxation Station.....\$10,000
- Dinner Roundtable.....\$10,000
- Ticket Book.....\$10,000
- Program Guide in attendee Bag.....\$10,000
- Volunteer Shirt.....\$15,000

Sponsorship Level: Under \$10,000

- Hand Sanitizer in Attendee bag with logo.....\$8,500
- Pens in Attendee Bag.....\$7,500
- Chairman's Banquet Photographer.....\$5,000
- Tuesday Exhibit Hall Lunch and Reception.....\$5,000
(5 co-sponsors)
- Wednesday Exhibit Hall Lunch and Reception.....\$5,000
(5 co-sponsors)
- Breaks (Mon. Tues. & Wed.).....\$8,500 ea.

Sponsorship Benefits Include (\$5,000 and Over):

- Recognition on signage:
In Registration Area
- Logo and/or recognition:
In program book
On HFMA website
- Pre/post-conference attendee mailing lists
- Sponsor recognition in HFMA e-mail to registered providers
- One Full program registrations per \$5,000 committed (approximately \$1,000 value)
- Use of HFMA sponsor logo to promote your sponsorship
- Sponsor listing in HFMA's Annual Report
- Preferred onsite booth selection for ANI 2010
- Additional benefits based on sponsorship asset



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HFMA Networking Sponsorship Opportunities

**NEW
Opportunity!**

VIRTUAL TRADESHOW

Maximize your booth presence at HFMA's Virtual Healthcare Finance Conference & Career Fair, our premier online educational event where healthcare's key financial decision makers and the industry's leading solution providers will convene in January, 2010.

All sponsorship opportunities include a complete pre-and post-conference attendee lists, live link capability from logo directly to booth and sponsor name recognition on the HFMA website. All sponsorships are valid for 90 days following the 2-day live event.

Sponsorship Options and Benefits

Exclusive Hall Sponsors (5)

Sponsorship Fee **\$15,000/hall**

Hall Options:

**Exhibit Hall*, Education Hall, Career Fair Hall,
Resource Library, Networking Library**

- Logo prominently displayed inside and outside the hall
- Post-conference list of attendees who enter the hall
- Logo recognition in pre-show marketing and on conference website (3 months prior)

(*additional halls may be added based on number of exhibitors, one sponsor per hall)



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(more options on next page)

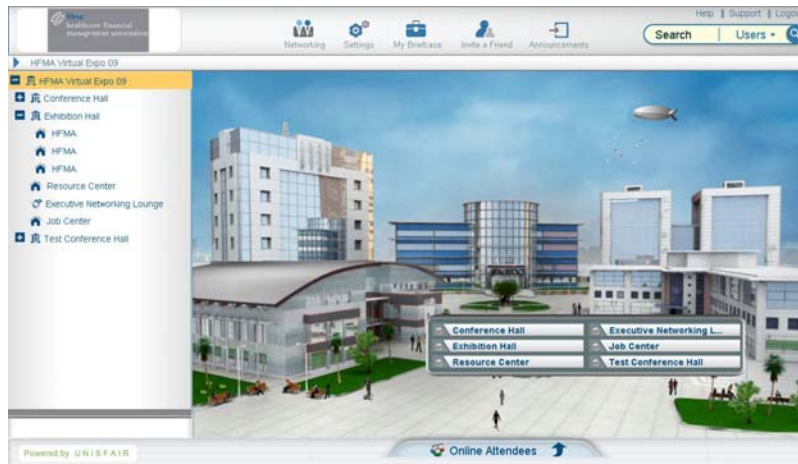
HFMA Networking Sponsorship Opportunities

Virtual Tradeshow – Sponsorship Options (cont.)

Exclusive Keynote Address (2) or Education Session Sponsors (6)

Sponsorship Fee \$10,000 per keynote/educational session

- Logo prominently displayed in the keynote / educational session
- Post-conference list of attendees who enter the keynote / session which includes name, mailing address, and if provided, title and company
- Logo recognition in pre-show marketing and on conference website (3 months prior)



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FALL REVENUE CYCLE STRATEGIES CONFERENCE

A unique opportunity to showcase your revenue cycle solutions

One of the largest revenue cycle peer-to-peer educational conferences in the nation, HFMA's 2009 Revenue Cycle Conference will focus on the best and most innovative process improvements in healthcare revenue cycle finance. With an emphasis on leadership, a panel of CFO's will share their perspectives on what they believe are the key strategic approaches revenue cycle leaders must focus on to ensure a sustainable and successful financial future for their organizations. During HFMA's two-day conference, senior executives with direct responsibility across the spectrum of the revenue cycle learn how to manage more effectively by using the latest technology, leadership skills, tools, and case studies. By sponsoring the Fall Revenue Cycle Strategies Conference, sponsors will not only gain insight and visibility into key issues, but interact with leaders as they participate in active decision making and solutions identification. Given the full range of topics addressed within the revenue cycle topic, sponsors find their desired niche audience represented in the 350 revenue cycle executives attending the conference.

Date and Location: November 5-7, 2009 - Swissôtel Chicago, Chicago, IL

Sponsorship Fee: \$15,000

2008 Demographics: Mid-Level 46.2%/ Executive 40.7%/ Staff Specialists 8.4%/ Other 4.7%



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Sponsorship Benefits Include:

- Sponsorship of specific conference event or asset
- Recognition on signage in registration area
- 10 x 10 space for exhibiting with 6-foot draped table top provided
- Logo and/or recognition:
 - On the HFMA website
- Pre/post-conference attendee mailing lists
- Sponsor listing in HFMA's Annual Report
- Sponsor recognition in HFMA e-mail to registered providers

HFMA Networking & Thought Leadership Sponsorship Opportunities

HFMA EXECUTIVE HOSPITAL ON-SITE BRIEFINGS

Description

The Hospital on-site Briefings are one-day, invitation-only programs intended to provide invited senior financial executives with a heightened awareness of emerging issues and the chance to explore the strategic opportunities and operational demands embedded in the issues presented. It is anticipated that 20-40 executives will participate in each briefing. The programs will be held in a provider facility selected by the Sponsor with final approval provided by HFMA.

Each briefing will begin with an executive level summary focusing on the substantive strategic implications of the topic. This strategic framing of the issue will establish the context for an extensive case study of a provider facility that is addressing the selected issue. The case study provides the foundations necessary for participating executives to identify next steps and develop plans for their respective organizations. Following the case study, the program will provide a facilitated discussion aimed at identifying opportunities, organizational demands and best practices. The briefing will conclude with a tour of the hosting provider facility.

Sponsorship Fee: \$25,000

Program Objectives

The Hospital Briefings are intended to:

- Examine the strategic implications and operational demands of select emerging issues/hot topics
- Provide invited hospital executives with the insight needed to identify new opportunities for their organizations
- Specify the organizational demands and “next steps” needed to succeed



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HFMA Networking & Thought Leadership Sponsorship Opportunities

HFMA EXECUTIVE ON-SITE BRIEFINGS, Cont.

Responsibilities

HFMA will be responsible for:

- Developing the topic content and issues to be covered in the Program
- Developing and executing the executive level summary presentation, including securing speaker
- Developing and executing the closing facilitated discussion
- Overseeing the case study content and presentation
- Final approval for all content presented in the Program
- Marketing the event
- Conducting registration at the event
- Fees associated with speaker, marketing and registration

Sponsor will be responsible for:

- Providing input to HFMA on the topic content and issues to be covered, including input on the learning objectives and case study
- Identifying the provider that will present the case study and host the tour and making appropriate arrangements
- Securing meeting space and related logistics
- Managing the event tour and related logistics
- All fees associated with meeting room, tour, food and beverage

Sample Agenda

Morning

9:30a.m. – 10:30a.m. HFMA Executive Introduction

10:30a.m. – 10:45a.m. Break

10:45a.m. – 12:45p.m. Provider Case Study and Workshop on the Issue

Afternoon

12:45p.m. – 1:45p.m. Lunch

2:00p.m. – 3:30p.m. HFMA Facilitated Discussion: Opportunities/Demands and Best Practices

3:45p.m. – 4:00p.m. Debrief of Day: Participants - Lessons Learned, Next Steps

4:00p.m. – 5:00p.m. Facility Tour

Optional

5:00p.m. – 6:30pm Sponsor Reception (all costs covered by Sponsor)



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HFMA Thought Leadership Sponsorship Opportunities

LEADERSHIP TRAINING CONFERENCE

The Leadership Training Conference provides a unique opportunity to demonstrate thought leadership in healthcare finance

Each year, HFMA chapter leaders from 69 nationwide chapters, across 11 regions gather at the Leadership Training Conference (LTC) to prepare and plan for a new year. As an LTC sponsor, you have the opportunity to present your capabilities as an educational speaker to the entire chapter Program Chair community. Through this *once annual* opportunity, LTC sponsors position themselves as thought Leaders and advocates of HFMA national while supporting the local and regional HFMA community. To assist program chairs in building their educational platform for their coming year in office and to help educate the marketplace on key issues and best practice solutions, LTC sponsors provide a 10-minute overview on speaker resources and company competencies. Additionally, LTC sponsors offer their time and talent free-of-charge by participating in HFMA regional and chapter events. Speaker outlines, biographies and background information are also created by the sponsors to help inform program chairs and to provide key takeaways and conversation starters.



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Date and Location: April 2010

Sponsorship Fee: \$10,000

Demographics: Mid-Level 40.8%/ Executive 46.2%/ Staff Specialists 10.2%/ Other 2.8%

HFMA Thought Leadership Sponsorship Opportunities

LEADERSHIP TRAINING CONFERENCE (cont.)

Sponsorship Benefits Include:

- Sponsor presentation at conference luncheon (may present company profile and thought leadership topics, as well as speaker bios and experiences)
- 10 x 10 space for exhibiting with 6-foot draped table top provided
- Three conference invitations
- Inclusion in HFMA's ongoing promotion of available speaker and program resources at local and regional events
- Sponsor recognition in HFMA's *Notes from National*, a monthly newsletter exclusively for chapter leaders
- Recognition on *hfma.org* (LTC page) with sponsor logo and link to website
- Pre/post-conference attendee mailing list
- Sponsor listing in HFMA's Annual Report

“LTC is a Great Sponsorship Opportunity”

“It exceeded every expectation we had. Nearly every HFMA region has expressed an interest in working with your education group and we’ve already secured speaking engagements with a third of the HFMA chapters. As a new participant, the value of the onsite help from the HFMA team can’t recommend be overstated. I would highly encourage any vendor with a strong education focus to consider it, and we can’t wait until next year!” – **Benchmark Revenue Management, LTC Sponsor 2009**



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hfm Magazine Readership

hfm's healthcare CFO readers view the magazine as a trusted resource that they read, retain, refer to and recommend. In fact, according to recent studies and statistics (noted below), the typical healthcare CFO reader of *hfm*:

- Rated *hfm* #1 in overall quality (1)
- Saves copies (90%) of *hfm* for future reference — extending the brand positioning power of your educational report or roundtable (2)
- Prefers *hfm* over any other industry publication (1)
 - 62% prefer *hfm* compared to 30% for *Modern Healthcare* and diminishing percentages for other similar industry-related publications
- Voted *hfm* as their publication of choice out of 10 key industry publications (1)
 - 1 According to PERQ/HCI 2007 statistics.
 - 2 According to 2007 Readex, Inc. *Reader Preference Study*

hfm numbers speak volumes with a readership that remains strong year-to-year

- Spends 56 minutes reading or looking through each issue—that's more time spent reading *hfm* than any other industry publication(1)
- 98% paid subscriptions (2)
- From 29,000 (2003) to 34,000 (2007) total audit average qualified circulation within a five calendar year analysis (2)
- 99.4% of *hfm* readers maintain their subscriptions for more than one year (2)



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1 According to 2007 Readex, Inc. *Reader Preference Study*

2 BPA Worldwide, BPA Business Publication Circulation Statement – December 2007

HFMA Thought Leadership Sponsorship Opportunities

PUBLISHED EDUCATIONAL REPORTS

Address issues and hot topics while promoting your organization

Each year HFMA members provide feedback on their urgent priorities and look to HFMA for direction on addressing those priorities. Published Educational Reports illustrate the depth and breadth of HFMA's influence. However, without sponsors as guides and patrons, this type of publication would not be possible. Sponsor representatives, along with industry leaders, are the subject matter experts on a chosen topic. Projects are coordinated by HFMA's editorial staff, and may include a mix of primary and secondary research. HFMA will also work with sponsors on marketing and distribution options. **Sponsorship Fee:** \$38,500

Sponsorship Benefits Include:

- Collaboration with HFMA on topic outline
- Interviews with company representatives as subject matter experts
- Mention of collaborative effort on front page of Published Educational Report in hfm (distribution: 35,000)
- Logo and sponsorship recognition on back page of published report
- Company profile on back page of published report
- Logo and link on HFMA website accompanying the web positioning of the sponsored report
- Four-color reprints and PDF for use by sponsor's sales and marketing teams (quantity:1,500)
- HFMA distribution of Published Educational Report at National events where HFMA exhibits
- Feature *HFMA Wants You To Know* and newsletter article sent to over 117,000 subscribers



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HFMA Thought Leadership Sponsorship Opportunities

hfm PUBLISHED ROUNDTABLES

Raise awareness and address critical issues in healthcare finance while enhancing your brand

hfm Published Roundtables, affiliated with HFMA's flagship journal *hfm*, provide a focused forum for senior financial executives to address the many strategic and tactical challenges they face. The content from these forums is used in *hfm* to keep the larger membership abreast of insights. With recognition of the sponsor, *hfm* Magazine publishes key takeaways from the roundtable once per issue, and sponsors receive a four-page published document. Roundtable sponsors assist HFMA by providing feedback and direction on the topics and details to encourage open and thought-provoking discussion. Sponsors also help HFMA keep a finger on the pulse of the industry by providing ideas on who might be considered a thought leader and valuable discussion participant.

Sponsorship Fee: \$18,500

Sponsorship Benefits Include:

- PDF of the final document for electronic distribution by sponsor after published month
- One place at the roundtable for company representative
- Input on senior financial executives being considered for participation
- Sponsorship recognition on first page of published roundtable (distribution: 35,000)
- Company description on last page of published roundtable
- Titles/Bios of participants (if provided)
- Logo and link on HFMA website accompanying web positioning of roundtable
- 250 reprints of published roundtable (additional reprints available at cost)
- Four-page document published in *hfm* (distribution: 35,000)



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HFMA Thought Leadership Sponsorship Opportunities

60-Second Strategist

Provide our members strategies on critical issues in healthcare finance while enhancing your brand

60-Second Strategist, published in HFMA's flagship journal *hfm* or *Leadership*, provide a tool for senior financial executives to learn about how they can deal with many strategic and tactical challenges they face. The content from these documents is used in *hfm* or *Leadership* to keep the larger membership abreast of strategies they should consider implementing. With recognition of the sponsor, *hfm* or *Leadership* Magazine publishes key strategies once per issue, and sponsors receive a barn door published document. Sponsors assist HFMA by providing feedback and direction on the topics.

Sponsorship Fee: \$25,000

Sponsorship Benefits Include:

- PDF of the final document for electronic distribution by sponsor after published month
- One quote in the roundtable for company representative
- Collaboration with HFMA on topic outline
- Interviews with company representatives as subject matter experts
- Sponsorship recognition on first page of published document (dist.: 35,000 or 75,000)
- Company description on last page of published document
- Logo and link on HFMA website accompanying web positioning of roundtable
- 250 reprints of published roundtable (additional reprints available at cost)
- Document Published in *hfm* or *Leadership* (dist: 35,000 or 75,000)



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HFMA Thought Leadership & Networking Sponsorship Opportunities

SKYBOX ROUNDTABLES —EXCLUSIVE SENIOR FINANCIAL EXECUTIVES

Sponsors bringing senior financial executives together

HFMA's Skybox Roundtables create an enjoyable platform for senior financial executives to gain perspective on key issues in healthcare finance. Participants have the opportunity to meet with their peers to share market insights. Sponsors and HFMA co-host exclusive meetings for executives in private skyboxes at sporting, theater or cultural events. Prior to the start of each event, HFMA facilitates a roundtable discussion on key issues and themes identified in earlier conversations with the sponsor. Participants and sponsors then enjoy the event in a relaxed atmosphere. Each participant receives a four-to-six-page electronic report summarizing the discussion and conclusions of the roundtable.

Sponsorship Fee: \$20,000

Sponsorship Benefits Include:

- Three sponsor representatives attend skybox with one place at the roundtable for company representative
- Selection of location and Suggestion and review of questions
- Suggestion of participants
- Sponsorship recognition on first page of published roundtable
- Company description on last page of published roundtable
- Titles/Bios of participants (if provided)
- Logo and link on HFMA website accompanying web positioning of roundtable
- Hard copies of roundtable discussion available at an additional cost
- One-page (front and back) document published in *hfm* (distribution: 35,000)



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HFMA Thought Leadership Sponsorship Opportunities

HFMA FORUMS

A select membership group

HFMA Forums, members-only special interest groups, focus on the topics and issues of CFOs as well as managed care, Medicare payment, corporate compliance and revenue cycle professionals. Representing over 8,000 of HFMA's most active members with the highest propensity to purchase, these influential leaders are driving change in the industry. As a sponsor of an HFMA Forum, you have the ability to showcase your thought leadership on pressing healthcare finance topics through webinars, which reach host between 50-200 executives per session.

Annual Sponsorship Fee: \$32,500

Annual Sponsorship Benefits Include:

- Right to host 4 webinars (free to 8,000 Forum members) and marketing to all 35,000 HFMA members
- Hot linked logo and/or recognition:
 - On each Forum home page
 - In each Forum online directory
 - In monthly Forum electronic newsletters
- 25-word corporate description to accompany logo
- Featured white papers in Forums Newsletters
- Organizational ID and password for access to Forum websites
- Rights to participate on Forum list-serves
- Two-time use of Forum mailing lists
- Sponsor listing in HFMA's Annual Report



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HFMA Thought Leadership Sponsorship Opportunities

HFMA Webinars – Thought Leadership

Demonstrate Thought Leadership

As an HFMA Webinar sponsor, you have the ability to showcase your thought leadership on pressing healthcare finance topics which host between 75-200 executives per session. Sponsor representatives, along with providers, are the subject matter experts on a topic chosen by the sponsor in collaboration with HFMA staff. With recognition of the sponsor, the presentation will be promoted to all 35,000 HFMA members as a FREE Webinar for the first 50 members to register.

Sponsorship Fee: \$10,000

Sponsorship Benefits Include:

- Pre/Post attendee list (name, title, organization and mailing address)
- Logo recognition as sponsor in HFMA marketing, on registration web site and email notification of registration
- Sponsor will have the right to link from sponsor web site to HFMA registration page
- Webinar will be free to the first 50 hfma members
- Sponsor will have the right to offer a 25% discount to clients (non hfma members) a code provide to sponsor and must be provided to HFMA member services
- HFMA will provide email template to enable sponsor to market the webinar to non-members
- Sponsor webinar will reside on the member area of hfma website for 12 months
- Sponsor will receive logo recognition on hfma website where webcast resides with link to sponsor web site
- Sponsor will have the right to post one corporate description sheet next to the webcast
- Sponsor will be provided monthly updates with name, title, organization and mailing address of members who view the webcast from the website.
- HFMA will provide 2 CPE credits to attendees



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HFMA Thought Leadership Sponsorship Opportunities

HFMA Webinars - Branding

Branding

As an HFMA Webinar sponsor, you have the ability to increase your brand awareness while sponsoring a webinar on pressing healthcare finance topics which host between 75-200 executives per session. Recognition as the sponsor will be provided during the presentation and will be promoted to all 35,000 HFMA members as a FREE Webinar for the first 50 members to register.

Sponsorship Fee: \$7,500

Sponsorship Benefits Include:

- Pre/Post attendee list (name, title, organization and mailing address)
- Logo recognition as sponsor in HFMA marketing, on registration web site and email notification of registration
- Sponsor will have the right to link from sponsor web site to HFMA registration page
- Webinar will be free to the first 50 hfma members
- Sponsor will have the right to offer a 25% discount to clients (non hfma members) a code provide to sponsor and must be provided to HFMA member services
- HFMA will provide email template to enable sponsor to market the webinar to non-members
- Sponsor webinar will reside on the member area of hfma website for 12 months
- Sponsor will receive logo recognition on hfma website where webcast resides with link to sponsor web site
- Sponsor will have the right to post one corporate description sheet next to the webcast
- Sponsor will be provided monthly updates with name, title, organization and mailing address of members who view the webcast from the website.
- HFMA will provide 2 CPE credits to attendees



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HFMA Thought Leadership Sponsorship Opportunities

HFMA 2009 Compensation Survey

HFMA surveys a range of hospital and health-system financial managers to determine levels and trends in compensation. This content is among the most popular HFMA provides to its members.

Findings

Findings address compensation factors such as:

- Relationship between compensation and job title
- Level of experience
- Size, type, and location of organization
- Gender
- Compensation trends over time

Sponsorship Fee: \$15,000

Sponsorship Opportunities

There are a number of innovative opportunities for an exclusive sponsor that will allow brand recognition, thought leadership, and association with this popular HFMA content.

Special section in *hfm* magazine

This 8-page section will include highlights of the survey data and analysis, with particular focus on the CFO position. The section will appear in the August issue of *hfm* magazine.

The exclusive sponsor will receive:

- A statement acknowledging the sponsorship on the cover
- Logo display and sponsorship acknowledgement on the inside front cover
- Logo display and company descriptive text on the back cover
- An opportunity to provide commentary in a sidebar about the future of the financial management profession, key competencies for success, or similar issues



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HFMA Thought Leadership Sponsorship Opportunities

HFMA COMPENSATION SURVEY, cont.

ANI presence

Upon release of the survey findings, sponsor will receive the following at ANI:

- Logo recognition and sponsorship acknowledgement on a booklet of key findings.
- 150 copies of this booklet for distribution in the ANI Exhibit Hall.
- Distribution of the booklet at its Registration Desk and HFMA Booth in the Exhibit Hall.
- Logo recognition and sponsorship acknowledgement in an article discussing the findings that will appear in the official conference newspaper available to all attendees.

Web presence

The full survey findings will appear on a dedicated microsite with the HFMA web site. Access to the site will be open to the public for at least 8 weeks from full release of findings to HFMA membership.

The sponsor will receive:

- Logo placement and acknowledgement of the sponsorship, and link to sponsor's web site

Career Opportunities e-newsletter

Each month, HFMA's *Career Opportunities* e-newsletter is distributed to more than 110,000, sharing job opportunities in the healthcare field. Upon release of the compensation survey findings, six monthly issues will include:

- Reference to the survey and acknowledgement of the sponsorship with sponsor logo

Other communication vehicles

HFMA also will drive traffic to the Compensation Survey web site and the magazine special section through an online news story about the survey findings and a news story in HFMA's Weekly News e-newsletter (circulation 110,000).



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HFMA Branding Sponsorship Opportunities

HFMA'S TOP 40 UNDER 40

HFMA's Top 40 Under 40 will recognize the healthcare business accomplishments of early careerists in provider organizations, highlight the characteristics that bring success to younger executives, and motivate continued career development efforts in healthcare finance and business. Sponsor recognition is an important part of this program, as described in the Sponsor Benefits section below.

Overview

Industry experts will establish criteria of excellence for finance and business professionals under the age of 40 who are employed by healthcare provider organizations. Criteria will focus on the nominees' roles in helping their organizations meet strategic goals. HFMA will seek nominations (including self-nominations) through its magazine, e-newsletters, and website. Nominations, which will be submitted online, will describe how the nominee fulfills the criteria. A group of healthcare executives will review the nominees and select 40 for recognition.

The recognition will occur through:

- A presentation during a General Session at HFMA's 2008 annual conference in June.
- The Top 40 will receive a crystal award.
- A special section in the August issue of hfm magazine.
- This magazine goes to 35,000 HFMA members and subscribers. The section will include photos and descriptions of the Top 40 Under 40, along with insights into their key success factors. Additional copies of this section will be available.
- An announcement in a June issue of HFMA Wants You To Know. This electronic publication goes to 117,000 HFMA members and others interested in healthcare finance and business.
- An announcement in a June issue of HFMA's Weekly News. This electronic industry news publication goes to 30,000 HFMA members.



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HFMA Branding Sponsorship Opportunities

HFMA'S TOP 40 UNDER 40 CONTINUED...

Sponsor Benefits

- Throughout the nomination and recognition process, the sponsor of HFMA's Top 40 Under 40 will be recognized by the healthcare field for its support of the project and for its own thought leadership. The sponsor will receive:
- Recognition in the call for nominations: name and logo in hfm magazine; name, logo, and hotlink in HFMA Wants You To Know newsletter; name in HFMA's Weekly News; name, logo, and hotlink on HFMA's web site.
- Name and logo on the Top 40 Under 40 award (along with HFMA's name and logo).
- Name and logo recognition and the opportunity to make brief remarks at the live presentation at a general session at HFMA's annual conference.
- Name and logo recognition in the special awards recognition section of hfm magazine, and an opportunity to supply content for a portion of this section related to characteristics or examples of young executive leadership.
- Recognition in other vehicles through which the award will be announced; name, logo, and hotlink in HFMA Wants You To Know newsletter; name in HFMA's Weekly News; name, logo, and hotlink on HFMA's web site.
- Mailing list of all nominees (nominees will have an opportunity to opt out).

Sponsorship Commitment

- HFMA plans for the Top 40 Under 40 to be an annual event, with the expectation that interest will build significantly over the first three years and have a long life thereafter. To ensure the program has the maximum consistency and growth during its first years, HFMA would like to establish a three-year sponsorship arrangement. HFMA seeks a sponsorship of \$50,000 per year for this three-year program.



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HFMA Branding & Thought Leadership Sponsorship Opportunities

THE BUSINESS OF CARING

Build Brand Awareness Among Nurse Leaders

The Business of Caring is a free, electronic publication that helps nurse executives and managers navigate the business side of health care.

Sponsorship fee \$25,000

Circulation: 100,000 nursing, clinical, and financial leaders.

Distribution: The newsletter publishes on a quarterly basis and is distributed as an electronic, PDF newsletter. A corresponding web site that includes additional business-related resources.

Topics:

- Effectively reducing costs
- Budgeting
- Strategic planning
- Nurse recruitment and retention
- Efficient staff scheduling
- Clinical documentation
- Managing nonproductive time
- Motivating staff, and leadership issues

Sponsorship benefits:

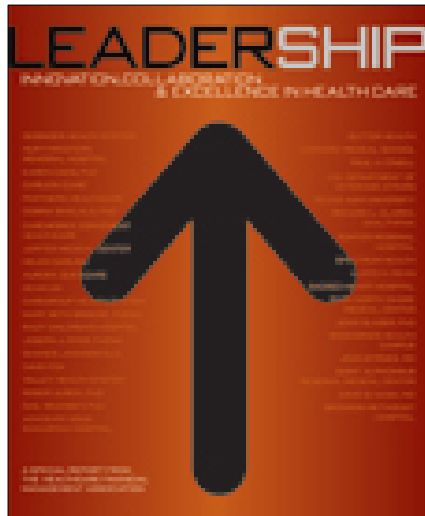
- Affiliation with an award-winning, mission-oriented publication
- Logo recognition and link on the publication's web site
- Logo recognition on the front and back pages of the newsletter
- Opportunity to contribute one content section to the newsletter or web site regularly
- Name recognition on all promotion about the newsletter
- Potential to include a ½ page ad in the quarterly newsletter
- Potential to have name/logo recognition attached to a related audio webcast

Visit www.hfma.org/boc to view past issues of *The Business of Caring*.



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Leadership mission

Overcoming healthcare challenges requires **collaboration** among all hospital and health system leaders: administrative, clinical and operational. Fostering that collaboration is the purpose of this special report will be published in April and October 2009.

Leadership captures the **ideas and innovations** of an even broader collection of healthcare stakeholders, including employers, policymakers and consumers.



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Leadership Magazine



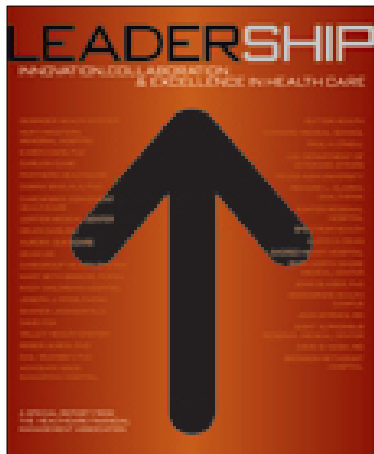
Leadership is a groundbreaking magazine that provides in-depth case stories and practical strategies to help healthcare leaders stay ahead of the macro trends and business challenges facing the entire healthcare community.

- *Leadership* has a circulation of 75,000 critical decision-makers, reaching across all levels of the C-suite and clinical/operational leadership.
- Launched in February 2008, the first issue of *Leadership* showcased the innovative ways leaders from different business and healthcare segments provide superb and cost-effective patient care within their organizations.
- Reader response to the first issue was overwhelmingly positive:
 - 89% expressed an interest in reading more issues indicates strong interest in the publication
 - 75% read all or at least some articles in the magazine
 - 72% passed it along



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Leadership Audience

CEO	15,000
CFO	13,000
CIO	4,000
CMO	5,000
Nursing Executive	5,000
COO and Other Executive	5,000
Materials Management Executive	4,500
Nurse/Clinical Department Leader	11,000
Human Resources/Training Leader	8,000
Board Chairman	2,000
Other	2,500
TOTAL	75,000



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HFMA Sponsorship Levels

ANNUAL SPONSORSHIP LEVELS

Customized programs to enhance your brand

Increase your company's exposure to HFMA members—executives leading the way in healthcare finance—by developing a customized and integrated marketing plan with HFMA. Identify sponsorship opportunities that are best aligned with your business goals and objectives to receive visibility and networking opportunity within the HFMA community. Be positioned as a trusted advisor and thought leader. Together we'll develop an annual program to meet and exceed your goals for next year. Of course we are always open to new ideas and welcome your thoughts!

HFMA Sponsorship Levels:

Diamond.....	\$150,000 and above
Platinum.....	\$85,000–\$149,999
Gold.....	\$55,000–\$84,999
Silver.....	\$25,000–\$54,999

Level Sponsorship Benefits May Include:

- Multiple time use of HFMA mailing list
- Preferential booth locations
- National memberships for executive team of sponsoring company
- Special recognition on HFMA website



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For information on sponsorship opportunities,

Please contact Kurt Belisle at 815-549-1034 or kbelisle@hfma.org



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