

# 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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