

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%

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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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