

# 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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