

# ANI:

THE HEALTHCARE  
FINANCE CONFERENCE

June 14 - 17, Seattle, Washington

## *Sponsorship Opportunities*



Don't miss out on sponsorship opportunities that maximize your presence at ANI: The Healthcare Finance Conference. Heighten your awareness among your target customers by sponsoring special events, educational tools and conference premiums that have sustainable value well after the conference.

### **Sponsorship Benefits Include:**

- Recognition as an ANI sponsor on signage in the ANI registration area and in the exhibit hall.
- Complimentary registrations to ANI.
- Logo recognition as an ANI sponsor on the ANI section of the HFMA website.
- Daily listings as a sponsor in the on-site convention newspaper, ANI Update.
- Recognition in an HFMA e-mail sent to providers who are registered for the conference.
- Recognition in a major audio-visual presentation during the meeting acknowledging ANI sponsors.
- A listing as a sponsor in the HFMA annual report.
- Preferential booth selection and bonus point(s) toward 2010 ANI exhibit booth renewal.
- Pre and post-conference attendee lists, which include attendee name, title, company and mailing address (one-time use only).

**ANI is the premier education event of the healthcare finance industry. More than 2,000 senior healthcare leaders attend ANI each year to find practical ideas and tools, network with their peers and learn from leading industry suppliers.**



**hfma**

healthcare financial management association

Please contact Kurt Belisle at [kbelisle@hfma.org](mailto:kbelisle@hfma.org) or 815-549-1034 with questions.

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

- ANI Highlight Video.....\$30,000
- Wednesday General Session.....\$20,000
- Golf Outing.....\$20,000
- Water Bottles with Booth Traffic Driver.....\$20,000
- "The ANI Shirt" .....\$20,000  
(PENDING)

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

- Welcome Reception.....\$15,000 each
- "I'm Certified" Golf Shirts.....\$15,000
- Chairman's Banquet.....\$15,000  
(co-sponsorship with Bank of America)
- Directional Signage.....\$15,000  
(signage located on 19 36" plasmas screen tvs throughout event space)
- Volunteer Shirt.....\$15,000
- Exhibitor Raffle Drawing Announcement....\$15,000
- Program Guide in Attendee Bag.....\$15,000
- CFO Executive Education Symposium .....\$15,000

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

- HFMA Staff Shirts (Monday).....\$12,500
- Critical Info Cards.....\$12,500
- Boarding Pass Printing Station.....\$12,500
- Breaks (Mon. Tues. & Wed).....\$10,000 each
- Show Daily Newspaper.....\$10,000
- Daily Schedule in all Hotels (8).....\$10,000
- Relaxation Station.....\$10,000
- Conference Maps.....\$10,000 each  
(co-sponsorship - 1 SOLD)
- Dinner Rountable.....\$10,000
- Ticket Book.....\$10,000

## Sponsorship Level: Under \$10,000

- Chairman's Banquet Photographer.....\$5,000
- Plasma Screen Directional Signage.....\$5,000 each
- Hand Sanitizer in Attendee Bag with Logo..\$8,500
- Tuesday Exhibit Hall Lunch and Reception...\$5,000 each  
(5 co-sponsors)
- Wed. Exhibit Hall Lunch and Reception.....\$5,000 each  
(5 co-sponsors)

## New Sponsorships for 2009 ANI

### Digital Handouts (SOLD)

HFMA is going green and this will be the first year that we will not provide attendees paper handouts during their educational sessions. Each attendee will receive one CD-ROM that will have all educational session handouts on it! As the exclusive sponsor, your logo will appear on the outside and you will have the opportunity to provide a sales document (in pdf format) to be pre-loaded on the digital handout. This sponsorship allows attendees to bring ANI back to their working environment and reference it for months following the event.

**Sponsorship Fee: \$12,500**

### CFO Executive Education Symposium (Sunday, June 14)

This unique opportunity is a great way to gain access to up to 50 CFO's during an all day (8 am - 5 pm) preconference session on Sunday June 14th. Your company representatives will be the only vendors permitted to attend. The all day format will include breaks and a dedicated lunch, along with an excellent opportunity for networking.

**Sponsorship Fee: \$ 15,000**

## Sponsorships for 2009 ANI

### ANI Highlight Video

The ANI highlight video will feature your organization's booth in the exhibit hall along with highlights from the 2009 ANI. This video is shot during ANI and is played on the final evening at the Chairman's Banquet, as well as hosted on the HFMA home page for two months after ANI. It also resides on the HFMA website all year and will be posted on the home page 1 month prior to the 2010 ANI. **Sponsorship Fee: \$30,000**

### Golf Outing (Saturday June 13)

This is an exclusive sponsorship that enables you to select your foursomes from the list of Senior Financial Executives registered to play. You will be the exclusive sponsor and will receive signage at the event, as well as have the rights to speak at the awards ceremony following the golf outing. The golf outing will take place on Saturday, June 13, at Echo Falls: 2:30pm Shotgun start for 75 people (maximum). The sponsorship will provide your representatives a great opportunity to network with senior providers prior to the start of ANI. **Sponsorship Fee: \$20,000**

### Pocket Guide (SOLD)

The Pocket Guide will provide one sponsor an exclusive opportunity to receive recognition with contact information on an attendee tool. The pocket guide features the schedule of events, sponsor ad, paper for note taking and other important event information. This is the tool all attendees will utilize when attending sessions because ANI will not be providing paper handouts this year.

**Sponsorship Fee: \$25,000**

### Welcome Reception

Become a co-sponsor of the opening reception at ANI and your company's logo will appear via gobo's on the walls of the welcome reception. In addition, your logo will appear on the tickets. This is a great way to make an immediate impact at the kickoff event of ANI.

**Co - Sponsorship Fee: \$15,000 each**

# HFMA Program Sponsorship Application

## 1. (Please Print)

Company Name	Contact Name	
Address		
City	State	Zip Code
Phone	Fax	
E-mail	Web Site	

## 2. Program Sponsorship

We are interested in sponsoring the following event or program:

Name and Date	Price
_____	_____
_____	_____
_____	_____
Total Submitted _____	

## 3. Payment

\_\_\_\_\_ Check (make payable to HFMA)  
\_\_\_\_\_ Credit Card (check only one)  
\_\_\_\_\_ American Express \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ Discover

_____	_____
Credit Card Number	Expiration Date
_____	_____
Name as it Appears on Credit Card	Signature

HFMA Federal Tax ID #: 36-2544491

## 4. Authorizing Signatures

We hereby apply for a sponsorship opportunity with HFMA. We have read, understand and accept the terms and conditions outlined in this document and agree to abide by all requirements and restrictions of this Application, including the CONFERENCE SPONSORSHIP TERMS AND CONDITIONS which are included in this Application. We understand and acknowledge that upon acceptance by HFMA, this application becomes a binding contract.

For Sponsoring Company	For HFMA
_____	_____
Name and Title	Name and Title
_____	_____
Signature	Signature
_____	_____
Date Signed	Date Signed

## Promotional E-mails

By signing and returning this form, you agree to allow HFMA to send you promotional e-mails describing its products and services. These promotional e-mails will give you the opportunity to opt out if you choose.

# Conference Sponsorship Terms and Conditions

- 1. Payment Terms.** Applications submitted require a 100% payment of the established sponsorship price.
- 2. Cancellation Policy.** Sponsors may cancel their program sponsorship by providing a minimum of 90 calendar days notice prior to the program date. Sponsors who cancel their program sponsorship at least 90 days prior to the program date in compliance with the terms of this provision will receive a refund of 75% of the sponsorship fee. The remaining 25% of the sponsorship fee shall be retained by HFMA to cover administrative costs associated with processing the application and sponsorship cancellation. All cancellations must be received in writing on company letterhead and must be signed by an official company representative.

**Any cancellations made less than 90 days before the program date will result in a forfeiture of the full sponsorship price.**

- 3. Sponsor Use of HFMA Name.** As a benefit of sponsoring the program, Sponsor may use HFMA's name in connection with communications the Sponsor makes with program attendees or prospective program attendees. **However, at no time shall the Sponsor be permitted to use HFMA's trademarked logo in any written communication.** An example of permitted uses of HFMA's name in written materials is provided below:

**[Insert Sponsor name] is an official sponsor of the Healthcare Financial Management Association [insert name of program].**

- 4. Amendments.** Any and all matters not specifically covered under these Terms and Conditions are subject to the decision of HFMA. HFMA shall have the full power to interpret, amend, and endorse these Contract Terms and Conditions, provided that any amendment is brought to the notice of the Sponsor at the time the amendment is made. The Sponsor, on behalf of itself and its employees, agrees to abide by the foregoing Contract Terms and Conditions and by any amendments or additions thereto as described in the preceding sentence.

## **Send Complete Application and Payment To:**

Mail: Healthcare Financial Management Association  
Two Westbrook Corporate Center, Suite 700  
Westchester, IL 60154  
Fax: (708) 492-4330  
Attention: Kurt Belisle