

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.



hfma

Connecting
You to
Healthcare
Financial
Executives

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.



hfma

Connecting
You to
Healthcare
Financial
Executives