HFMA’s Annual Conference

is the industry’s premier event for healthcare finance professionals. About 4000 leaders gather to hear from industry experts, interact with peers and find solutions to the challenges they are facing.

Highlights of 2020 Annual Conference:

• New location- come have fun in San Antonio, TX
• More industry leading featured speakers
• Tackle real-world challenges with your peers in the healthcare finance hack-a-thon or the Executive Leadership Retreat
• Experience a one-of-a-kind exhibiting space, with a unique floorplan, dynamic education, and inviting conversation areas
• Meet and hear from start-up companies making a big impact on the industry
• Through the Executive Connections program, providers can design their own meet-ups with business partners who can help solve their key challenges
Thought Leadership Sponsorships

- Leadership Retreat session
- Intercept survey
- Focus group
- Roundtable
- Healthcare finance hack-a-thon
- Recorded education session
- Rapid fire case study
- Featured speaker + podcast interview
- MAP Award breakfast
- Content pillar research session
- Podcast interview
- Session promotion package
Podcast Interview

Overview: Do you want to weigh in on an important topic in healthcare finance? Participate in an interview live in our podcast studio at Annual Conference for HFMA’s podcast.

Benefits:
- Sponsor representative to be interviewed by HFMA podcast host for a segment in a Voices of Healthcare Finance podcast episode

Pricing: $5,000
Session Promotion Package

Overview: Promote your speaking session leading up to the conference. Amplify your reach through multiple channels. And, follow up with session attendees.

Benefits:

• Print ad in the Annual Conference Program Guide promoting your session (template provided)
• Session promoted in one edition of the Annual Conference Update e-newsletter
• Blog post (written by speaker) published on HFMA blog
• Session promoted on HFMA social channels
• Attendee list from your session

Pricing: $7500
Featured Speaker

Overview: Sponsor one of the 2020 Annual Conference featured speakers. Introduce a featured speaker and align your brand with a hot topic in healthcare finance.

Benefits:

• Logo on opening slide during the featured speaker introduction
• Sponsor can introduce the featured speaker and include a few comments about sponsor company
• Sponsor representative can interview the featured speaker on a Voices in Healthcare Finance podcast episode

Pricing: $10,000 ($7500 without podcast interview)
Rapid Fire Case Study

Overview: Show thought leadership and success by submitting a case study for the Rapid Fire Case Study sessions. RFP will open in November 2019. Five case studies will be selected for each topic. If yours is chosen, you will present for 10 minutes in an educational session. Attendees will hear five 10-minute case studies on the same topic showing different successful approaches.

Topics are: *Margin Improvement, Success using Analytics, AI/ML/PBA in Healthcare*

Benefits:
- Introduction as a session speaker and logo on opening slide
- Presentation of your case study in educational session
- Attendee list from your session

Pricing: $10,000
Content Pillar Research Session

Overview: Content Pillar sponsors will share the results of multi-phase research projects on the education stage in HFMA Central with HFMA co-facilitator.

Benefits:
- Co-present with HFMA leader for a portion of the session (up to 4 pillar research projects presented: Total Cost of Care, Consumerism, Return on Analytics, Changing Payment Models)
- Listed as a speaker on Annual Conference website and in app and Program Guide
- Session attendee list

Pricing: $10,000
MAP Award Breakfast

Overview: Celebrate the HFMA MAP Award winners with an exclusive breakfast during the Annual Conference. The event will allow the winners to network and learn from each other during a facilitated discussion.

Benefits:
- Acknowledged as the sponsor of the MAP Award Breakfast
- Opportunity to send representatives to attend and network at the breakfast
- Sponsor can co-facilitate discussion with HFMA representative
- Sponsor can choose discussion topic

Pricing: $15,000
Recorded Education Session

Overview: If you are chosen as an Annual Conference speaker, extend your thought leadership beyond the conference by having it recorded. Recorded session can be offered on your website and the HFMA website.

Benefits:
• Recording of your educational session
• Receive a recorded file to be placed on your website
• HFMA will host recording of your session on the HFMA website gated so you receive contact information of anyone who watches
• Video will be promoted in HFMA e-newsletters and social media

Pricing: $15,000*
Add an article written about your session to be published in hfm Magazine and on hfma.org for $10,000 additional ($25,000 total)

*Two session recordings must be sold.
Intercept Survey

Overview: Measure the market. Attendees answer questions about a specific topic that provide market intelligence.

Benefits:
- HFMA helps develop the survey questions
- HFMA conducts the survey at the conference
- HFMA does the analysis and presents you with the results
- Slide show presentation of results on hfma.org with sponsor recognition
- Results can be displayed with your branding on a video screen at the conference
- Results can be published in an article in hfm Magazine, on hfma.org and promoted through various HFMA channels

Pricing: Survey with video wall $30,000; Survey with published article $30,000; Survey with both video wall and published article $35,000
Focus Group

Overview: Get the thoughts and opinions of conference attendees around a specific topic to help shape new products, enhance existing offerings or get market intelligence.

Benefits:

- HFMA helps develop the discussion guide
- HFMA facilitates the focus group at the conference
- HFMA does the analysis and presents you with the results
- Results can be published in an article in *hfm Magazine*, on hfma.org and promoted through various HFMA channels

Pricing: $30,000
Roundtable

Overview: Take part in a roundtable discussion with attendees. Show thought leadership, network and learn from a targeted group. Executives value peer to peer discussions around a hot industry topic.

Benefits:

• Collaborate with HFMA on a topic and target audience
• HFMA, with sponsor input, will develop the discussion guide
• HFMA will recruit 6-8 participants
• HFMA will moderate the roundtable with participation from sponsor and attendees
• HFMA will write and publish an article with highlights from the discussion including sponsor comments. Sponsor branding will appear on the article in hfm Magazine, on hfma.org and promoted through various HFMA channels

Pricing: $30,000
Roundtable- Continue the Conversation Add-on

Overview: Don’t stop with a one-time only robust roundtable conversation. Bring the group back together virtually a couple months later to continue the conversation. See how they have progressed.

Benefits:

• HFMA, with sponsor input, will develop the discussion guide
• HFMA will invite participants to come back together virtually
• HFMA will moderate the discussion with participation from sponsor and attendees
• HFMA will write and publish a follow up article with highlights from the discussion including sponsor comments. Sponsor branding will appear on the article in *hfm Magazine*, on hfma.org and promoted through various HFMA channels

Pricing: $15,000
Healthcare Finance Hack-a-thon Event

Overview: Be the exclusive sponsor of this full day event taking place during the HFMA Annual Conference. During this event approx 50 people will break into teams to come up with solutions to one specific healthcare finance problem. Teams will present ideas and judges will determine the winning solution. The winning solution will be presented on stage in an educational session.

Benefits:

• Branding exposure as the exclusive sponsor of the event
• Sponsor can collaborate with HFMA on hack-a-thon challenge and audience
• Sponsor will send representatives to participate in hack-a-thon
• Sponsor can send representative/s to be part of the judging committee
• One sponsor judge can host the session on the education stage in HFMA Central describing the hack-a-thon and announcing the winning solution
• HFMA will write and publish a follow up article with highlights including sponsor comments. Sponsor branding will appear on the article in hfm Magazine, on hfma.org and promoted through various HFMA channels

Pricing: $30,000
Executive Leadership Retreat Event

Overview: Be the exclusive sponsor of this half day event taking place on Sunday June 28. During this invitation-only event, c-suite executives from health systems, physician groups and health plans will hear from thought leaders and discuss "Disruption in Healthcare."

Benefits:

- Branding exposure as the exclusive sponsor of the event
- Sponsor will provide opening remarks for the first half hour
- Sponsor will be a panelist along with other industry innovators in a session
- Sponsor representatives will facilitate group discussions
- Sponsor will, along with HFMA Leader, present key takeaways in the closing session
- HFMA will write and publish a follow up article with highlights including sponsor comments. Sponsor branding will appear on the article in hfm Magazine, on hfma.org and promoted through various HFMA channels

Pricing: $70,000

hfma 2020 Annual Conference
Traffic Driver Sponsorships

- Food or beverage booth enhancements
- Coffee Station
- Wellness area
- Relax & recharge area
- Conference t-shirts
- Book signings
- Career Center
- In-booth guacamole making demo at reception
Food and Beverage Booth Enhancements

Overview: Drive traffic to your booth by providing a specialty food or beverage item for attendees.

Benefits:
• Food or beverage item will be served in your booth during your choice of time.
• Booth location with food or beverage item and time included in app and in Program Guide

Pricing: See your Account Executive for available items and pricing
Welcome with Guacamole, Chips and Salsa

Overview: As attendees are checking in, welcome them to San Antonio and the HFMA Conference with a guacamole making demo and a snack of guacamole, chips and salsa. Network with guests as soon as they arrive.

Benefits:

- Sponsor a chef making guacamole for everyone to watch during 3 hours of Sunday registration in the lobby of the convention center
- 300 servings of chips with guacamole and salsa will be served
- Opportunity for sponsor to have representatives in the lobby welcoming attendees and handing out the snacks
- Sponsor promoted on signage in lobby, in conference app and in Program Guide
- Ability to provide branded napkins

Pricing: $8500
Conference T-Shirt

Overview: Sponsor the official HFMA 2020 Annual Conference t-shirt and drive attendees to your booth to pick theirs up. You help design the t-shirt including have your branding incorporated.

Benefits:
- Sponsor’s booth is the t-shirt pick up location
- Logo on t-shirt
- Ability to help design t-shirt
- Promoted in app and Program Guide

Pricing: $15,000
Career Center Partner

Overview: Provide career services in the HFMA booth as a benefit to conference attendees. Head shot photos, resume coaching, career and executive coaching, LinkedIn training are all popular offerings. Sponsor would partner with HFMA to offer these services for people looking to build their careers and for executives concerned about employee recruiting and retention.

Benefits:
- Partner would provide career services or partner with HFMA to provide some career services to attendees
- Scans of all attendees who receive services
- Acknowledgment of sponsor as Career Center partner in HFMA booth, in app and Program Guide

Pricing: $15,000
In-booth Book Signing

Overview: Host a book signing in your booth. Attendees can meet general session speaker and get a signed copy of his or her book. Sponsor benefits from a large crowd in line at their booth. Make connections with attendees while they are in line for their copy.

Benefits:
• Book signing held in sponsor’s booth for 1 hour (200 copied of book provided)
• Ability to scan attendees while in line
• Promoted in app and Program Guide

Books available:
• Celeste Headlee- Sunday general session speaker, book signing during Sunday reception

Pricing: $20,000
Relax Recharge Station

Overview: Provide much needed chair massages to refresh conference attendees. Massage area set up with your branding. Have conversations with attendees before or after their massage or while they are relaxing charging their phones.

Benefits:
- Sponsor’s logo on signage in the Relax Recharge Station
- Promoted in app and Program Guide
- Sponsor representative in the Relax Recharge Station for networking
- Sponsorship includes building of the space, massage personnel and charging furniture

Pricing: $20,000

Pending Right of First Refusal
Specialty Coffee Cafe

Overview: Provide specialty coffee drinks at a custom built café. Attendees receive tickets to redeem for drinks. Comfortable furniture is included to allow for engaging conversations.

Benefits:
• Branding of the cafe
• Promoted in app and Program Guide
• Ability to provide branded cups and napkins
• Sponsor to staff the café on Monday and Tuesday to have conversations with visitors

Pricing: $35,000
Branding Sponsorships

- Conference lanyards
- Hydration stations
- Registration bag
- Wi-fi
- Journal
- Keynote sponsorships
- Escalator clings
- Program guide
- Phone booth
- Education track
- Meter board
- Innovation Hub
- Mindfulness Lounge
- Hall grand opening
- Earbuds
- Conference app
- Charging stations
- Digital signage
- Attendee Lockers
- Conversation nooks
- Featured speaker sponsorships
- Course Coordinator shirts
Digital Signage

Overview: Have your message rotate on two digital signs at the conference in high traffic areas.

Benefits:
• Your ad in rotation on one sign in the lobby and one sign near the general session

Pricing: $5000
Education Track Sponsorships

Overview: Education track sponsorships provide branding that aligns to a topic. Sponsorable tracks are: Budgeting, Forecasting and Capital Management; Changing Payment Models; Compliance Updates; Consumerism: The Patient Experience; Financial Leadership; Innovation and Disruption in Healthcare Finance; Reducing Total Cost of Care; Return on Analytics; Revenue Cycle

Benefits:

• Logo in Program Guide and app as track sponsor
• Logo on signage as track sponsor
• Ability to introduce any of the speakers in the sessions within that track

Pricing: $7500 per track
Course Coordinator Shirts

Overview: Sponsor logo on all course coordinator shirts during the conference provides great branding exposure.

Benefits:
- Logo on sleeve of 40 course coordinator shirts each day of the conference. Shirts are a different color each day.

Pricing: $7500
Branded Conversation Pod

Overview: Provide a space for attendees to sit and have a conversation and brand your company.

Benefits:
- Your branding on the outside of the conversation pod for all attendees to see

Pricing: $7500 each*

*3 pods must be sold
Branded Attendee Lockers

Overview: Provide a space for attendees to put their belongings and brand your company.

Benefits:
- Your branding on the outside of set of 24 lockers

Pricing: $9000
Branded Phone Booth

Overview: Provide a private phone booth for attendees to use to take a call and brand your company.

Benefits:
• Your branding on the outside of the phone booth for all conference attendees to see

Pricing: $10,000
Charging Stations

Overview: Have your branding message on charging stations throughout HFMA Central. Attendees will see your message when they stop and recharge their devices.

Benefits:
• Your message panels of 6 charging stations

Pricing: $10,000
Annual Conference App Sponsorship & Advertising

Overview: Sponsor or advertise in the conference app - the place attendees go to plan their sessions and get information during the conference.

Sponsorship Benefits:
- Your message on a landing page takeover each time an attendee opens the app
- Exclusive sponsorship

Pricing: $15,000

Advertising Benefits:
- Banner ad in rotation with only 3 other messages (25% share of voice) within the interior app pages

Pricing: $3000 each
Earbuds

Overview: Attendees will pick up their earbuds near the education stages in HFMA Central. Put your logo on these great attendee giveaways and your company will be top of mind at the conference and beyond when they reuse these portable earbuds.

Benefits:
• Full color logo on 2000 earbud cases
• Logo on bin where earbuds are distributed to attendees

Pricing: $15,000
Innovation Hub

Overview: Position your company as a supporter of innovation and disruption in the healthcare finance industry by sponsoring the Innovation Hub. The Innovation Hub will feature start-up companies.

Benefits:
• Branding on Innovation Hub signs as the sponsor
• Logo as Innovation Hub sponsor in app and Program Guide
• Opportunity to introduce the Innovation Hub sessions and say a few words about your company

Pricing: $20,000
Wi-fi

Overview: By sponsoring the wi-fi in the general conference area, you will receive the ultimate branding to all attendees connecting to wi-fi.

Benefits:

• Logo on signs, in app and in Program Guide
• Your logo on front and your ad on the back of cards given out at registration with wi-fi instructions
• Ability to customize the wi-fi password as branding for your company
• Ability to have attendees land on a webpage of your choice when they initially join wi-fi network

Pricing: $20,000

Pending Right of First Refusal
Keynote

Overview: Keynotes are the most attended sessions at the Annual Conference. Choose to sponsor one of the keynote sessions to maximize your exposure.

Benefits:
• Logo on opening slide during the keynote introduction
• Sponsor can introduce the keynote speaker and include a few comments about sponsor company
• Opportunity to distribute a piece of collateral to attendees entering the session

Pricing: $20,000
Wellness Area and Walk/Run the Riverwalk

Overview: Network with attendees in the wellness area of HFMA Central. Attendees can visit the wellness area to participate in short desk yoga sessions and/or pick up a healthy smoothie. Also sponsor a morning walk/run on the Riverwalk for attendees.

Benefits:
- Sponsor is promoted as Wellness and Walk sponsor on signage, in the app and Program Guide
- Sponsor representatives to be at the Walk/Run the Riverwalk and in the Wellness area to network with and welcome attendees.

Pricing: $20,000
Mindfulness Lounge

Overview: Sponsor the Mindfulness Lounge where attendees can visit to get away and have a few minutes of peace and quiet or take part in guided meditation.

Benefits:
- Sponsor signage outside and inside the Mindfulness Lounge
- Sponsor representative can be present to welcome people to the lounge
- Promoted (with sponsor logo) in app and Program Guide

Pricing: $20,000
HFMA Central Grand Opening Performance

Overview: Brand your company by sponsoring a performance to take place in the lobby and moving into HFMA Central to welcome people to the first reception kicking off the Annual Conference.

Benefits:
• Collaborate with HFMA on a performance
• Sponsor branding incorporated in the performance
• Promoted (with sponsor logo) in app and Program Guide

Pricing: depends on performance
Conference Journal

Overview: Give attendees the gift of a journal to take notes during education sessions. Journal will be given away at registration.

Benefits:
- Logo on journal
- Ability to include a piece of collateral at registration with the journals

Pricing: $25,000
Registration Bag

Overview: Attendees can pick up a bag at registration. The bag will help them carry their conference essentials that they will pick up when registering. Sponsor the bag and your logo will be visible all around the conference.

Benefits:

• Logo on conference bags
• Ability to include a piece of collateral at registration with the bags

Pricing: $25,000

Pending Right of First Refusal
Escalator Clings

Overview: Put your high-impact branding on the sides and in the runner in between the escalators that attendees will use to get to education sessions. Two escalators available from lobby.

Benefits:

- Your message adhered to sides and runner of escalators

Pricing: $30,000 each escalator
Stair Graphics

Overview: Put your high-impact branding on the stairs next to the main escalators in the lobby that attendees will use to get to education sessions.

Benefits:
• Your message adhered to stairs

Pricing: $30,000
Conference Lanyards

Overview: Have your company front and center on every attendee by sponsoring the event lanyards.

Benefits:
• Logo alternating with HFMA logo on the lanyards given to all conference attendees

Pricing: $31,000
Hydration Stations

Overview: Sponsoring the hydration stations at the Annual Conference offers great branding exposure through a keepsake bottle for all attendees. Plus your brand will be on the water stations where attendees refill again and again.

Benefits:

• Full color logo on reusable water bottles for attendees to pick up at registration
• Logo on 6 bubbler stations placed in high traffic areas at the conference

Pricing: $35,000 including the bottles or $25,000 if sponsor wants to supply their own bottle

Pending Right of First Refusal
Welcome to Texas Sponsorship

Overview: As a business in Texas or a business from the HFMA Texas Chapters, welcome Annual Conference attendees to San Antonio. Show your hospitality by providing mariachi band entertainment. And, help HFMA give back by encouraging attendees to put together care boxes for local children in foster care.

Benefits:

- Logo on window cling in lobby above registration for the duration of the conference welcoming attendees to San Antonio
- Acknowledgement on signage, in app and Program Guide as providing mariachi band entertainment during conference reception
- Sponsor representatives to network with attendees assembling care boxes as well as acknowledgement on signage, in app and Program Guide

Pricing: $40,000 sponsorship to be split (4 sponsors @ $10,000 Each or 8 sponsors at $5000 each)
Networking & Lead Generation Sponsorships

- Certification breakfast
- Executive Connection meetings
- Private meeting rooms
Executive Connection Meetings

Overview: Targeted pre-set 15-minute meetings that take place over lunch in a dedicated area in HFMA Central. Providers will be polled about their needs and matched with sponsors who have products and services that address those needs.

Benefits:
- 15-minute one on one meetings with executives matched to sponsors

Pricing:
- 5 meetings $4500
- 10 meetings $8000
Private Meeting Rooms

Overview: Exclusive space in HFMA Central away from the hustle and bustle for your company to conduct business meetings.

Benefits:
- Full use of private meeting room furnished with table and chairs during HFMA Central hours
- Logo on sign outside of meeting room

Pricing: 10x20 meeting room $10,000
           20x20 meeting room $15,000
Certification Breakfast

Overview: Network with and celebrate any attendee who earned an HFMA certification by sponsoring the Certification Breakfast. Now that all e-learning and certifications are included in HFMA memberships, it is easier than ever for people to enhance their credentials. Be a part of a growing HFMA class.

Benefits:
• Sponsor logo on signage at the breakfast
• Ability for sponsor to welcome attendees to the breakfast and say a few words about the company
• Sponsor logo on invitation to the breakfast
• Opportunity for sponsor to leave a gift and/or piece of collateral by each seat
• Breakfast attendee list

Pricing: $20,000
Additional Sponsorship Benefits

Included in every sponsorship over $10,000

- Pre and post attendee list
- One full conference badge for every $10,000 spent
2020 Annual Conference

June 28–July 1
San Antonio, Texas

annual.hfma.org