



central pennsylvania chapter

## 2023 SPONSORSHIP PROGRAM



Where | Meets  
**Passion | Purpose**

## **About HFMA**

The Healthcare Financial Management Association (HFMA) is the leading membership organization for healthcare financial management professionals nationally.

HFMA is committed to being an indispensable professional resource for healthcare financial managers. The association provides comprehensive resources to help its members take advantage of opportunities for revenue growth and cost control, navigate regulatory compliance issues such as HIPAA, avoid labor shortages, maximize information technology opportunities, and position their organization to benefit from the changing economic environment.

## **The Sponsorship Program**

We have always relied upon the support from various vendors to underwrite our numerous education programs. We have developed a comprehensive corporate sponsorship program to provide maximum benefit and consistent recognition throughout the year. Sponsorship funds are vital to insuring that we can continue to provide quality programming for our members at affordable rates. Corporate sponsor participation in our activities enables leading and innovative industry experts to contribute to the depth of our programs.

Throughout the chapter year, our sponsors stand with us. They supplement the cost of our education programs, our social and networking events and our website.. They assist us in finding effective speakers for our seminars. They join our network of experts and “industry insiders.” With their in-depth participation in our Chapter, instead of being vendors, our sponsors frequently become our colleagues and friends to whom we can turn to for assistance when needed.

Our sponsorship program enables your organization to put its message in front of the healthcare industry’s most important decision makers. You can gain visibility, establish vital relationships, and position your products and services with the finance professionals who control spending in the local healthcare industry. The purchasing authority of our executive members include influence over the selection of consulting services, audit and accounting services, billing and collection services, reimbursement services, software/hardware products and services, equipment and asset management, electronic data exchange, insurance products, databases, and more.

Not only will you extend your networking with industry leaders, your participation at our chapter’s educational programs will also provide opportunities for expanding your knowledge of the industry and contributing your expertise to the content of our programs. Your participation will also align your company with the HFMA brand, which is widely recognized for value, quality and innovation.

## **Corporate Sponsorship Program Levels**

The Corporate Sponsorship Program is divided into four-tiers, each tier provides significant opportunity for you to achieve marketing objectives, build brand awareness, and identify leads.

## **PLATINUM LEVEL (\$2,500)**

The Platinum Level offers a premium “Branding” opportunity for your company. As a Platinum Level Sponsor, your organization will receive consistent and very prominent recognition with all Chapter resources throughout the year. Your company’s name will be associated with all Chapter activities. The outstanding and unique benefits associated with this level will enable you to establish or deepen a relationship with our loyal HFMA members.

### **PLATINUM LEVEL BENEFITS**

- Recognition as a Sponsor at all education programs
- Opportunity to set up an exhibit table at one (1) education program
- Promoting of your job opportunities on our social media accounts at no charge for 3 months and link to your company’s job postings website
- First consideration to speak at chapter meetings and events. The topic and content will be mutually agreed to by you and the Chapter, and must be of educational interest to our membership and not a marketing opportunity only
- Three (3) complimentary meeting registrations that can be used at any educational event that year (can be given to clients or prospective clients)
- Premium recognition as a Sponsor on web site with company’s logo on our home page and link to the organization’s web site
- Free booth at our Premier Annual Meeting with first choice of booth location
- Spotlighted attention at our Conference providing speaker introductions
- Company listing to include recognition on our website, on all social media including our LinkedIn and Facebook pages, and all education sessions on sponsor board and PowerPoint presentations
- One “spotlight” article featured on social media
- Company logo posted on the Chapter website
- Member rate for all educational meetings for your staff

## **GOLD LEVEL (\$1,500)**

The Gold Level provides an opportunity for your company to establish a strong presence with the financial decision-makers in our membership base. As a Gold Level Sponsor your organization’s name will be associated with numerous education sessions and you will have the opportunity to directly

network with our membership at two of those sessions. This level of sponsorship offers a leading opportunity to make contact with our membership base and to align your products and services with the quality name recognition of HFMA.

### **GOLD LEVEL BENEFITS**

- Opportunity to set up an exhibit table at one (1) education program
- Two (2) complimentary meeting registrations that can be used at any educational event that year (can be given to clients or prospective clients)
- Recognition as a Sponsor on web site with a link to company's web site
- 50% discount on a booth for at our Premier Annual Meeting with second choice of booth location
- Spotlighted at education sessions providing speaker introductions
- Company listing to include recognition on our website, on all social media including our LinkedIn and Facebook pages, and all education sessions on sponsor board and PowerPoint presentations
- One "spotlight" article featured on social media
- Company logo posted on the Chapter website
- Member rate for all educational meetings for your staff

### **SILVER LEVEL (\$1,200)**

The Silver Level offers you an opportunity to introduce your organization to our membership and provides an excellent venue to make our membership aware of your company's products and services. In addition to the benefit of recognition at two of our seminars, this sponsorship level provides a listing on our Chapter's web site.

### **SILVER LEVEL BENEFITS**

- Recognition as an Event Sponsor at one (1) education program
- Opportunity to set up an exhibit table at one (1) education program
- One (1) complimentary meeting registration that can be used at any educational event that year. (can be given to clients or prospective clients)
- Recognition as a Sponsor on web site with a link to company's web site
- Company listing to include recognition on our website, on all social media including our LinkedIn and Facebook pages, and all education sessions on sponsor board and PowerPoint presentations

- One “spotlight” article featured on social media
- Company logo posted on the Chapter website
- Member rate for all educational meetings for your staff

### **Individual Event Sponsor**

Acting as an Individual Event Sponsor gives you the opportunity to target your message to a specific membership audience while considering a corporate membership.

### **INDIVIDUAL EVENT SPONSOR BENEFITS**

- Recognition as an Event Sponsor at selected education program
- Opportunity to set up an exhibit table at selected education program
- One (1) complimentary meeting registration (can be given to client or prospective client)

### **Education Events**

Throughout the year we conduct numerous education seminars. These programs are widely attended by our members as well as by non-members in the healthcare financial management field. Each program is directed at a certain topical area and as such it attracts attendees from particular niches in the field. The programs are hosted by various local hospitals or are held at area hotels. Listed below is the typical program schedule for the Chapter year. As a Chapter Sponsor, you will have an opportunity to be either an Event or an Exhibit Sponsor for selected programs. Refer to the Glossary of Sponsorship Benefits for more details.

<i>Month</i>	<i>Program Title</i>	<i>Typical Attendance</i>	<i>Individual Event Sponsor</i>
<i>January</i>	<i>Impact Issues for Providers</i>	<i>50</i>	<i>\$250</i>
<i>February</i>	<i>340B Strategies for Success</i>	<i>virtual</i>	<i>\$250</i>
<i>March</i>	<i>Denials and Appeals</i>	<i>virtual</i>	<i>\$250</i>
<i>March</i>	<i>Premier Annual Meeting</i>	<i>100-150</i>	<i>\$1,000</i>
<i>May</i>	<i>TBD</i>	<i>50-75</i>	<i>\$500</i>
<i>September</i>	<i>TBD</i>	<i>50-75</i>	<i>\$250</i>

<i>November</i>	<i>TBD</i>	<i>50-75</i>	<i>\$250</i>
<i>December</i>	<i>TBD</i>	<i>50-75</i>	<i>\$250</i>

Event sponsorship is limited and will be awarded on a first come, first serve basis per event.

#### **Additional Event Sponsorship Opportunities**

<b>SPONSORSHIPS</b>	<b>DESCRIPTION</b>	<b>FEE</b>
<b>Conference Break Sponsor</b>	<ul style="list-style-type: none"> <li>• Signage at the breaks</li> <li>• Greet attendees at breaks</li> <li>• Recognition in Program Book (if applicable)</li> <li>• Promotional literature/material in all attendee bags</li> <li>• Recognition on website event page</li> </ul>	\$500
<b>Breakfast Sponsor</b>	<ul style="list-style-type: none"> <li>• Signage at the breakfast</li> <li>• Greet attendees at breakfast</li> <li>• Recognition in Program Book (if applicable)</li> <li>• Promotional Literature/material at breakfast</li> <li>• Recognition on website event page</li> </ul>	\$500
<b>Lunch Sponsor</b>	<ul style="list-style-type: none"> <li>• Signage at entrance of lunch</li> <li>• Greet attendees at entrance to lunch</li> <li>• Recognition in Program Book (if applicable)</li> <li>• Promotional literature/material at lunch</li> <li>• Recognition on website event page</li> </ul>	\$750

#### **WIFI**

WIFI sponsorships will be available based on each event's cost. Depending on venue wifi cost will vary so depending on the amount this can be a single vendor or multiple vendor sponsorship.

#### **Sponsorship Duration**

Sponsorship levels are for 12-month intervals and are based on the calendar year. Sponsors who wish to join mid-year will pay pro-rated dues. You will be invited to renew your sponsorship level prior to expiration.

### **Glossary of Sponsorship Benefits**

**Event Sponsor at Education Program** – Announcements for each of our education programs include recognition of our sponsors for the event. This list of sponsors is also included in the handout provided at the program. This benefit category provides excellent name recognition for your company and shows your company's support for HFMA activities.

**Exhibit Sponsor at Education Program** – The opportunity to set up an exhibit table at an education program enables you to attend a seminar, network, with the program attendees, and provide awareness of your organization to attendees. You will be provided with a table to display literature about your products and services. Up to two representatives from your company may attend the program to be present at the exhibit table. Your company's name will also appear on the mailings and handouts for the education session. President's Club Sponsors may choose up to three programs at which they would like to be an Exhibitor. Platinum, Gold and Silver Level Sponsors may choose one program at which they would like to be an Exhibitor. Exhibit space is limited at each event so space can only be provided on a first come-first service basis.

**Complimentary Meeting Registrations** – This benefit category provides you with program admission to the education seminar of your choice. You can use the free admission to bring your staff to a seminar, to treat a client, or perhaps to provide a perspective client an opportunity to attend a program where your organization is hosting an exhibit. The free registration only applies to education programs hosted by the Philadelphia Chapter of HFMA. President's Club and Gold Level Sponsors will receive three complimentary meeting registrations. Silver Level Sponsors will receive two complimentary meeting registrations. Bronze Level sponsors will receive one complimentary meeting registration.

**Website Link** – Our chapter's website (<https://www.hfma.org/chapters/region-3/central-pennsylvania.html>) has increasingly become the preferred forum for membership communications. Our website is frequently visited by our membership as well as by other professionals in the industry. All of our sponsors will be recognized on this site and visitors will be able to hyperlink from our site to yours. In addition, Sponsors will have their logos included on the home page of our website. This furthers the goal of creating a strong brand alignment between our chapter and our Sponsors.

For more information about the sponsorship program, contact our Sponsorship Chair:

**Chad Benson**

Vice President, Sr Account Executive

**CommerceHealthcare**

Phone: 717-586-4411

Email: [chadw.benson@commercebank.com](mailto:chadw.benson@commercebank.com)

***YES! We would like to be a sponsor for the Central PA Chapter of HFMA.***

**Annual Sponsorship Level**

- ☐ Platinum \$2,500  
☒ Gold \$1,500  
☐ Silver \$1,200

**Event Sponsorship**

\_\_\_\_\_ \$500

\_\_\_\_\_ \$250

Name of Event: \_\_\_\_\_

If you would like to be a Conference Break, Breakfast or Lunch Sponsor please reach out to our Sponsorship Chair.

***Name of Organization:***  
***(as you wish to have it shown in all publications)***

Elevate Patient Financial Solutions

***Company Address***

<i>Address of Organization:</i>	25700 Interstate 45 North, Suite 300
<i>City, State, Zip:</i>	Spring, Texas 77386
<i>Web Address:</i>	<a href="https://elevatepfs.com/">https://elevatepfs.com/</a>

***Primary Contact***

<i>Name:</i>	Michael Motsay
<i>Title:</i>	VP, Business Development
<i>Phone:</i>	800.835.7474
<i>Email:</i>	<a href="mailto:info@elevatepfs.com">info@elevatepfs.com</a>
<i>Fax:</i>	N/A

**Please check one:**

- ☐ Credit Card Payment – Please contact Amber Schon  
☐ Payment Enclosed (Please make checks payable to “HFMA.”)  
☒ Please bill me for sponsorship fee. P.O. # \_\_\_\_\_

*Send completed application to:*

**Central PA Chapter of HFMA**  
*c/o Amber Schon*  
796 Cemetery Road  
Muncy, PA 17756  
Phone: 570-419-1113  
**Email:** [amschon@geisinger.edu](mailto:amschon@geisinger.edu)