



Exhibiting & Sponsorship Opportunities

JUNE 24 – 27
LAS VEGAS, NEVADA

2024
Annual
Conference

hfma™

HFMA Annual Conference General Info

- Premier event for healthcare finance leaders with attendance of 3000-3500
- 46% of provider attendance is Executive Level
- 7 Content Tracks to ensure thought leadership and learning opportunities in all areas of healthcare finance
- Variety of sessions: Breakout presentations, Panel sessions, 25-minute and 10-minute quick hit sessions
- Comprehensive sponsorship packages that include: branding, exhibiting space, pre-set one-on-one targeted meetings, conference badges, speaking opportunities, and conference attendee lists
- Dedicated exhibit hall hours PLUS hall open for private meetings during education sessions

10x10 Booth Sponsorship

Includes:

- 10x10 customizable space to brand your company, network, and hold meetings or demos*
- 4 in-person full conference badges
- 2 Executive Connection meetings
- Listing on Exhibit Hall Map and Exhibitor Directory
- Pre- and Post- Conference Attendee Lists**

\$10,750

*Carpet, tables and furniture are not included. Turnkey booths, furniture and carpet are available through Shepard Expo Services.

**Attendee lists include name, title, organization, and mailing address.

10x20 Booth Sponsorship

Includes:

- 10x20 customizable space to brand your company, network, and hold meetings or demos*
- 4 in-person full conference badges
- 3 Executive Connection meetings
- Listing on Exhibit Hall Map and Exhibitor Directory
- Pre- and Post- Conference Attendee Lists**

\$18,250

*Carpet, tables and furniture are not included. Turnkey booths, furniture and carpet are available through Shepard Expo Services.

**Attendee lists include name, title, organization, and mailing address.

20x20 Booth Sponsorship

Includes:

- 20x20 customizable space to brand your company, network, and hold meetings or demos*
- 8 in-person full conference badges
- 5 Executive Connection meetings
- Listing on Exhibit Hall Map and Exhibitor Directory
- Pre- and Post- Conference Attendee Lists**

\$25,750

*Carpet, tables and furniture are not included. Turnkey booths, furniture and carpet are available through Shepard Expo Services.

**Attendee lists include name, title, organization, and mailing address.

Supporting Sponsorship

Includes:

- 10x10 customizable space to brand your company, network, and hold meetings or demos*
- 4 in-person full conference badges
- 3 Executive Connection meetings
- Listing on Exhibit Hall Map and Exhibitor Directory
- Pre- and Post- Conference Attendee Lists**
- A 10-minute Power Talk within a session including attendee list from your session***

\$15,750

*Carpet, tables and furniture are not included. Turnkey booths, furniture and carpet are available through Shepard Expo Services.

**Attendee lists include name, title, organization, and mailing address.

***Session proposals must be submitted through RFP portal and accepted by HFMA. 10-minute presentations will be combined with others during a breakout time slot.

Leading Sponsorship

Includes:

- 10x10 customizable space to brand your company, network, and hold meetings or demos*
- 4 in-person full conference badges
- 5 Executive Connection meetings
- Listing on Exhibit Hall Map and Exhibitor Directory
- Pre- and Post- Conference Attendee Lists**
- A 25-minute Spotlight presentation within a session including attendee list from your session***

\$25,750

*Carpet, tables and furniture are not included. Turnkey booths, furniture and carpet are available through Shepard Expo Services.

**Attendee lists include name, title, organization, and mailing address.

***Session proposals must be submitted through RFP portal and accepted by HFMA. 25-minute presentations will be combined with others during a breakout time slot. Having a provider co-presenter is required.

Participating Sponsorship

Includes:

- 10x10 customizable space to brand your company, network, and hold meetings or demos*
- 4 in-person full conference badges
- 5 Executive Connection meetings
- Listing on Exhibit Hall Map and Exhibitor Directory
- Pre- and Post- Conference Attendee Lists**
- Participate as a panelist during a 50-minute breakout session including attendee list from your session***

\$25,750

*Carpet, tables and furniture are not included. Turnkey booths, furniture and carpet are available through Shepard Expo Services.

**Attendee lists include name, title, organization, and mailing address.

***Panelist submissions will be reviewed and must be accepted by HFMA. HFMA will assign additional panelists to the session.

Premier Sponsorship

Includes:

- 20x20 customizable space to brand your company, network, and hold meetings or demos*
- 8 in-person full conference badges
- 10 Executive Connection meetings
- Listing on Exhibit Hall Map and Exhibitor Directory
- Pre- and Post- Conference Attendee Lists**
- Participate in 60-minutes roundtable discussion on topic of your choice. HFMA will recruit 6-8 provider participants to join the roundtable. HFMA will moderate the roundtable and will write and publish an article following the discussion.***

\$45,750

*Carpet, tables and furniture are not included. Turnkey booths, furniture and carpet are available through Shepard Expo Services.

**Attendee lists include name, title, organization, and mailing address.

***Roundtable submissions will be reviewed and must be accepted by HFMA.

Presenting Sponsorship

Includes:

- 20x20 customizable space to brand your company, network, and hold meetings or demos*
- 8 in-person full conference badges
- 10 Executive Connection meetings
- Listing on Exhibit Hall Map and Exhibitor Directory
- Pre- and Post- Conference Attendee Lists**
- Present a 50-minute educational breakout session. Receive the attendee list from your session.***

\$60,750

*Carpet, tables and furniture are not included. Turnkey booths, furniture and carpet are available through Shepard Expo Services.

**Attendee lists include name, title, organization, and mailing address.

***Session proposals must be submitted through RFP portal and are reviewed and must be accepted by HFMA. A co-presenter from a provider organization is required.

Do you want to present at the Annual Conference?

- All business partners who are selected to speak are asked to support the conference through the appropriate sponsorship package.
- Determine which sponsorship package and session format is right for your organization.
- Submit a proposal to speak by November 10, 2023:

For 50-minute breakout session, 25-minute spotlight session or 10-minute Power Talk: [submit here](#)

For Roundtable: [submit here](#)

For panelist: [submit here](#)

- Proposals will be reviewed by HFMA. You will be notified between Jan 1-Mar 31, 2024 with the outcome of your proposal. At that point, you can finalize your sponsorship.



Session Types



Power Talks (10 Minutes)

These 10-minute talks dive right in highlighting industry challenges and initiatives and provide solution-based case studies from leading-edge companies and providers. These rapid-fire sessions share quick insights on how to effectively navigate the industry. Recommend 1 speaker per power talk.

Breakout Sessions (50 Minutes)

These 50-minute immersive sessions allow a deeper understanding of conference topics. The sessions require an interactive components to engage the audience in discussions and apply learnings. Recommended 1 – 2 speakers per breakout session. At least one speaker must be from a provider organization



Spotlight Sessions (25 Minutes)

These 25-Minute sessions are extended case studies or project improvement initiatives presented by companies and/or provider organizations advancing and altering the trajectory of the healthcare finance. Recommend 1 – 2 speakers per Spotlight Session.

Panel Sessions (50 Minutes)

Our spirited panel sessions bring together key industry leaders to share a range of perspectives on the hottest and most pressing topics within healthcare and finance. Recommend 1 moderator and up to 3 panelists per session.



Roundtable Discussion (60 Minutes)

HFMA gathers key thought leaders to discuss challenges and strategies around a topic of your choice. HFMA will moderate by asking provocative questions to a group of 6-8 providers and one sponsor representative. Participants can learn from their peers.

Session Topic Descriptions

Accounting & Finance

Addresses key issues in healthcare accounting and finance including trending topics in auditing and compliance. Can include important insights for healthcare finance leaders to anticipate market trends and adjust organizational strategies for financial resilience.

Artificial Intelligence, Innovation & Technology

Investing in innovation is a novel tactic for new revenue streams for leading health systems. Share focused strategies using innovation in technology & digital transformation across the care continuum including innovations in telehealth, digital health, AI/RPA/ML

Business Strategy & Operational Excellence

From driving down today's costs to investing in tomorrow's new revenue streams, explore the spectrum of strategic business opportunities for healthcare organizations. Showcase how to manage through organizational change and optimize operations.

Consumerism & Patient Experience

Sessions feature progressive organizations in engaging patients, patient financial communications, and providing more value and transparency. Explore insightful KPIs for measuring consumerism and improving performance.

Data & Analytics

Feature ways to obtain a return on analytic investment tools, leverage actionable insights and tie insights into improved financial and clinical performance.

Leadership & Workforce

Teach ways to be a more effective leader who fosters collaboration, diversity and inclusion and positively impacts organizational performance. Share how providers from critical access hospitals to the largest systems are reexamining their workforce, fostering career pathways, promoting diversity and developing the skillsets of the future.

Reimbursement

Navigating through a shifting payor landscapes, these sessions feature successful health plan partnerships aimed at reducing costs, improving care pathways and optimizing reimbursement for financial stability.

Revenue Cycle

Feature strategies to reduce denials and cost to collect, while optimizing revenue integrity and performance against benchmarks including HFMA MAP Keys. Highlight progressive ways to engage patients, improve financial communications and provide more value and transparency

Value Based Care & Population Health

Share insights on trends in new care paths & access points & comprehensive networks. Discuss new regulatory models & their impact to care and payment arrangements.



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