



# IT'S TIME

## 2024 MID AMERICA SUMMER INSTITUTE

AUGUST 5 - 7, 2024 · OMAHA, NEBRASKA



### EVENT SPONSORSHIP OPPORTUNITIES

#### PLATINUM · \$8,000 1 AVAILABLE

- Premium Exhibit Booth 10 x 15 located in a prime location in the exhibit hall
- Premium Exhibit Booth Furniture: 4 barstools + high boy table / casual seating
- MASI Conference Registrations: 5
- Guaranteed Speaking Opportunities:
  - 1 Hour General Session at 2024 MASI Conference
  - 1 Hour Region 8 Webinar
- CFO Panel Introduction
- Conference App: Logo Recognition & Company Description
- Logo Recognition - All Marketing Material:
  - Region 8 Website (Logo & Embedded Link - 12 months)
- On-site Sponsor Banner
- Region 8 Email Communications
- On-site Sponsor Loop (played during breaks and between keynote/general sessions)
- Logo Recognition: 1 or 2 Logos on Conference Bag
- Company Material in the Conference Bag
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### GOLD · \$6,000 8 AVAILABLE

- Premium Exhibit Booth 10 x 10 located in a prime location in the exhibit hall
- Premium Exhibit Booth Furniture: 2 barstools + high boy table
- MASI Conference Registrations: 4
- Guaranteed Speaking Opportunities
  - 50-minute SPARK Session at 2024 MASI Conference
  - 1 hour Region 8 Webinar
- Keynote Speaker Introduction: 2 Minute Company Introduction
- Conference App: Logo Recognition & Company Description
- Logo Recognition - All Marketing Material:
  - Region 8 Website (Logo & Embedded Link - 12 months)
- On-site Sponsor Banner
- Region 8 Email Communications
- On-site Sponsor Loop (played during breaks and between keynote/general sessions)
- Company Material in the Conference Bag
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### SILVER · \$4,000 · 25 AVAILABLE

- Silver Booth Location - Exhibit Hall: 6' Table, 2 Chairs, Wastebasket
- MASI Conference Registrations: 3
- Conference App: Logo Recognition & Company Description
- Logo Recognition:
  - Region 8 Website (Logo - 12 months)
  - On-site Sponsor Banner
  - On-site Sponsor Loop (played during breaks and between keynote/general sessions)
- Company Material in the Conference Bag
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### BRONZE · \$2,000 · 10 AVAILABLE

- Bronze Booth Location - Exhibit Hall: 6' Table, 2 Chairs, Wastebasket
- MASI Conference Registrations: 2
- Conference App: Logo Recognition & Company Description
- Logo Recognition
  - On-site Sponsor Banner
  - Conference App
- Company Recognition (Name Listing Only)
  - Region 8 Website
  - On-site Sponsor Loop (played during breaks and between keynote/general sessions)
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

### INDIVIDUAL SPONSORSHIP OPPORTUNITIES

#### ROUNDTABLE DISCUSSION SPONSOR · \$4,000 1 AVAILABLE

- Your logo will be displayed on the website, on-site signage, and the conference app as the roundtable sponsor
- Opportunity to moderate the roundtable discussion - 1 hour session
- MASI Conference Registrations: 2
- Company Material in the Conference Bag
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### COFFEE STATION SPONSOR · \$4,000 1 AVAILABLE

- Your organization logo will be on the coffee cups used during breakfast and breaks throughout the conference.
- Your organization's logo will be placed on-site signage and the conference app
- Complimentary MASI Conference Registration: 2.
- Company Material in the Conference Bag
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### GUEST HOTEL ROOM KEYS SPONSOR · \$3,500 1 AVAILABLE

- Your organization's logo will be placed on the guest hotel room key. Every time an attendee reaches for their room key, they will see your logo!
- MASI Conference Registrations: 2
- Logo Recognition: On-site Signage, Conference App, and Sponsorship Loop
- Company Material in the Conference Bag
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### WIFI · \$3,000 · 1 AVAILABLE

- Sponsor will be recognized throughout the entire conference with their company logo for sponsoring the Wi-Fi in the meeting space. Sponsor will provide input into naming the Wi-Fi network and password that will be on all signage advertising Wi-Fi.
- MASI Conference Registrations: 3
- Logo Recognition: On-site Signage, Conference App, and Sponsorship Loop
- Company Material in the Conference Bag
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

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hfma  
region 8

### INDIVIDUAL SPONSORSHIP OPPORTUNITIES

#### CHARGING STATION LOCKERS SPONSOR · \$2,500

##### 1 AVAILABLE

- Your logo will be displayed on the website, on-site signage, and conference app as the charging station locker
- You will have the opportunity to brand the charging locker
- MASI Conference Registrations: 1
- Company Material in the Conference Bag
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### REVENUE CYCLE SESSION SPONSOR · \$2,500

##### 1 AVAILABLE

- Your logo will be displayed on the website, on-site signage, and the conference app as the Revenue Cycle sponsor
- Opportunity to introduce the session
- MASI Conference Registrations: 2
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### LANYARD SPONSOR · \$2,000 · 1 AVAILABLE

- Your logo will be featured on the lanyard that is provided to each of the conference attendees at registration and on the Conference App
- MASI Conference Registrations: 1
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### CHARITY SPONSORSHIP · \$2,000 · 1 AVAILABLE

Sponsor this year's charity event at MASI benefitting The Kids in Need Foundation. We'll come together to support under-resourced students through a backpack build! Headquartered in Roseville, Minnesota, The Kids In Need Foundation is the only national nonprofit focusing on the nation's most under-resourced schools: those where 70% or more of the enrolled students are eligible for free or reduced-cost meals. Our partner organization will deliver bulk school supplies and backpacks purchased by your generous sponsorship funds. At the Awards Banquet on Tuesday, we'll have a Backpack Build Station and encourage conference attendees to assemble the supplies into each backpack and add the personal touch of a handwritten, uplifting note for each student who will receive them! Join us in helping sustain equitable learning spaces through the distribution of resources and investing in teachers and students in underserved schools. Benefits include:

- Your logo will be displayed on the website, on-site signage and conference app as the Charity Sponsor MASI Conference Registrations:
- 1 Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### EXECUTIVE CONNECTION OPPORTUNITY · \$1,500

##### 1 AVAILABLE

- Exhibitors Platinum, Gold, and Silver have the opportunity to add an additional benefit to their current package.
- Includes (3) 15 minute one-on-one scheduled meetings with Executive Connection Providers

#### WELCOME GIFT FOR PROVIDERS · \$1,500

##### 1 AVAILABLE

- Sponsor will have a table set-up next to Registration to display Welcome Gifts. Providers will be directed to sponsor table to personally pick-up their gift after registration. Table to be provided, offering the opportunity to personally welcome each provider to the conference. Gift is not included and will be at the expense of the sponsor.
- MASI Conference Registrations: 1
- Logo Recognition: On-site Signage, Conference App, and Sponsorship Loop
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### LUNCH STATION SPONSOR · \$1,500 · 2 AVAILABLE

- Your logo will be displayed on the center of each of the tables in the Exhibit Hall. You will also be featured on the Conference as our Lunch sponsor and signs displaying your logo will be prominent on each buffet.
- MASI Conference Registrations: 1
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### NAME BADGE SPONSOR · \$1,000 · 1 AVAILABLE

- Your logo will be featured on the name badge that is provided to each of the conference attendees at registration and on the Conference App
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### BREAKFAST SPONSOR · \$1,000 · 2 AVAILABLE

- Your logo will be displayed on the center of each of the tables in the Exhibit Hall. You will also be featured on the Conference App as our Breakfast sponsor and signs displaying your logo will be prominent on each buffet.
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### CONFERENCE BAG SPONSOR · \$1,000

##### 1 AVAILABLE

- Your logo will be displayed as 1 of 2 logos on the conference bag handed to each attendee at registration and on the Conference App
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### BREAK SPONSOR · \$500 · 4 AVAILABLE

- Your logo will be displayed on the center of each of the tables in the Exhibit Hall. You will also be featured on the Conference App as our Break sponsor and signs displaying your logo will be prominent on break stations.
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### CONFERENCE APP SPONSOR · \$500 · 1 AVAILABLE

- Attendees will have the opportunity to use the conference app to guide them through their experience and easily access necessary pieces of information and presentations.
- Logo Recognition: On-site Signage, Conference App, and Sponsorship Loop
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

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hfma  
region 8

### INDIVIDUAL SPONSORSHIP OPPORTUNITIES

#### MONDAY NIGHT RECEPTION PREMIER SPONSOR · \$5,000

##### 1 AVAILABLE

- Logo recognition on the Region 8 website, conference app, and sponsorship loop throughout the conference
- Logo recognition at Can Can Wonderland entrance TVs, tap wall TVs, centerpieces, and event signage throughout the networking event
- VIP seating during the networking event
- Custom logo wristbands will be given to each attendee to grant access to the private networking event
- Shout-out during the event from the stage for a quick welcome and introduction- 2 complimentary MASI conference registrations
- Material in the conference bags
- Pre-conference attendee list

#### MONDAY NIGHT DESSERT SPONSOR · \$2,000

##### 1 AVAILABLE

- Your logo will be displayed on the website, on-site signage and conference app as the Monday Night Dessert sponsor
- MASI Conference Registrations: 1
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### MONDAY NIGHT APPETIZERS · \$2,000

##### 2 AVAILABLE

- Your logo will be displayed on the website, on-site signage in Event Hall and conference app as the Monday Night Appetizer sponsor
- MASI Conference Registrations: 1
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### MONDAY NIGHT RECEPTION BAR SPONSOR · \$2,000

##### 2 AVAILABLE

- Your logo will be displayed on the website, on-site signage and conference app as the Monday Night Reception Bar sponsor
- MASI Conference Registrations: 1
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### EXECUTIVE CONNECTION OPPORTUNITY · \$1,500

##### 15 AVAILABLE

- Exhibitors Platinum, Gold, and Silver have the opportunity to add an additional benefit to their current package.
- Includes (3) 15 minute one-on-one scheduled meetings with Executive Connection Providers

#### MONDAY NIGHT PHOTO BOOTH SPONSOR · \$2,000

##### 1 AVAILABLE

- Your logo will be displayed on the website, on-site signage and Conference App as the Monday Night Photo Booth sponsor
- Your logo will print on the pictures from the photo booth
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### TUESDAY RECEPTION PREMIER SPONSOR · \$3,000

##### 1 AVAILABLE

- Your logo will be featured on the website as our Tuesday Reception Premier sponsor and signs displaying your logo will be prominent on the bars, food stations, and cocktail tables throughout the exhibit hall.
- MASI Conference Registration 2
- Logo recognition: on-site signage, conference app, and sponsorship loop
- Company Material in the Conference Bag
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### TUESDAY NIGHT APPETIZERS · \$2,000

##### 2 AVAILABLE

- Your logo will be displayed on the website, on-site signage and conference app as the Tuesday Night Appetizer sponsor
- MASI Conference Registrations: 1
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### TUESDAY RECEPTION BAR SPONSOR · \$2,000

##### 2 AVAILABLE

- Your logo will be displayed on the website, on-site signage and conference app as the Tuesday Bar sponsor
- MASI Conference Registrations: 1
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

#### TUESDAY RECEPTION DESSERT SPONSOR · \$1,000

##### 2 AVAILABLE

- Your logo will be displayed on the website, on-site signage and conference app as the Tuesday Dessert sponsor
- Attendee List (Pre-Conference, On-Site, and Post-Conference): First Name, Last Name, Title, Company and work addresses will be included

**DOOR PRIZES AND ITEMS WITH YOUR COMPANY  
LOGO ON THEM ARE ALWAYS WELCOME AT  
CHAPTER EVENTS AND MEETINGS.**

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region 8

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## EXHIBITOR/SPONSOR RULES & REGULATIONS

### CONFIRMATION

Booth space is on a first-come basis and is not confirmed until the final payment is received. If you sign-up through Cvent and pay the balance via credit card your space is confirmed. If your balance is not paid within 60 days, your booth will be released back into inventory without prior notification. All balances must be paid a minimum of 10 days prior to the conference, or you will not be allowed to exhibit.

Make checks payable to: HFMA Region 8

Please send checks to:

Jess Paisley  
Eide Bailly LLP  
18081 Burt St., Ste. 200  
Omaha, NE 68022-4722

### PLATINUM EXHIBITORS

Platinum Exhibitors have a guaranteed speaking opportunity for 60 minutes at the MASI Conference and Region 8 Webinar.

### GOLD EXHIBITORS

Gold Exhibitors will have the opportunity to submit an abstract to speak at one (1) of the eight (8) SPARK Tracks. Each track will be a total of 50 minutes. Companies selected will also receive 1 complimentary registration for their speaker.

SPARK Topics are Due: March 15, 2024

SPARK Topics Review: April 1, 2024

Spark Topics Selected: April 15, 2024

### LIABILITY AND SECURITY

Exhibitors will make provisions to insure and safeguard their goods and materials. Exhibitors will leave the exhibit space in the same condition as it was found. Exhibitors are responsible for claims and demands on account of injury or death or damage to property occurring in or upon the exhibitor's booth space or because of the negligent acts of the exhibitor, exhibitor's employees, servants, agents, licensees or contractors, the exhibitor agrees to indemnify and hold harmless HFMA from and against liability claims, and demands which arise in connection with the undertakings and responsibilities of the exhibitor. Neither HFMA, its service contractors, nor the owners of the hotel/convention space, their agents, servants, contractors, or employees shall be liable for the injuries to any person or for the damage or theft of property owned or controlled by the exhibitor unless caused or resulting from the negligence of HFMA or the owners of the hotel/ convention center or their respective agents, servant and employees. If any part of the exhibition hall is destroyed or damaged so as to prevent HFMA from permitting an exhibitor to occupy assigned space during the 2024 Mid-American Summer Institute.

### SPONSORSHIP & EXHIBIT PROSPECTUS

Whole exhibition period, or in case occupation of assigned space during any part of the whole exhibition period is prevented by strikes, acts of God, national emergency, or other cause beyond the control of HFMA, the exhibitor will be charged for the space for the period the space was or could have been occupied by the exhibitor and the exhibitor hereby waives the right to make claims against HFMA, its directors, officers, agents, or employees for losses or damage which arise.

### SOCIAL FUNCTIONS

Exhibitors/Sponsors are encouraged to hold social events as long as such events do not conflict with any HFMA scheduled event.

### OTHER ACTIVITIES

Exhibitor activities will be confined to the exhibitor's allotted exhibit space with the exception of sponsored exhibit functions. Booth giveaway items such as bags, pens, pencils, and the exhibitor's logoed products are recommended and require no prior approval. Promotional materials are not allowed to be distributed outside of your booth unless an a' la carte sponsorship, including this benefit, has been purchased. All items distributed outside of your booth will be discarded. Any food or beverage items must be purchased directly through the hotel or they will not be permitted. This does not apply to small individually packaged candy or mints. Drawings, raffles, lotteries, and contests are encouraged. In the event that exhibitor desires to have any activities or entertainment in the exhibit hall such as impersonators, musicians, caricaturists, magicians and like entertainment, it must be pre-approved by HFMA no later than thirty (30) days before the event.

### EXHIBIT SPACE

Space assigned to the exhibitor is for their exclusive use. Exhibitor shall not assign or sublet any space allocated to them without the duly signed consent of HFMA and any attempted assignment shall be null and void. HFMA has the right to reassign booth location if they deem necessary due to acts beyond their control.

### BOOTH RESTRICTIONS

Any portion of an exhibit that, in the reasonable judgment of HFMA obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space, or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor at the event.

### SET-UP/DISMANTLE

Each exhibitor will have their exhibit in place before the official opening of the exhibition and have their exhibit dismantled and removed after the closing of the exhibition. The exhibitor assumes all risk for the shipment and delivery of all property shipped by the exhibitor and agrees that no early tear-downs shall be attempted and that early tear-downs are not permitted. Early break town could get you blacklisted for a year.

### EQUIPMENT DELIVERY

Exhibitor is responsible for the delivery of their equipment and display material and for removal of the equipment and or display material. For your convenience, it is highly recommended that you ship through the exhibit services company.

### USE OF ATTENDEE MAILING INFORMATION

Exhibitors/Sponsors will be provided 14 days in advance of the conference a list of attendees that include names, titles, organization name, and mailing addresses for all attendees. Email addresses, phone numbers, and fax numbers will not be provided. The final attendee list will be sent to all exhibitors no later than 10 days following the conclusion of the conference.

### WARRANTY/GUARANTEE

HFMA does not warrant or guarantee any specific level of traffic at this event. Exhibitor assumes the sole risk with regard to the amount of business traffic at the event. HFMA shall not be liable to exhibitor for any reduction in traffic at the event and shall make no refund or other exchange with regard to a decrease or reduction in expected traffic.

### OTHER OBLIGATIONS

The Exhibitor/Sponsor agrees that it is subject to any other contracts or obligations with the hotel, its affiliates or related contractors. Matters and questions not covered by these rules and regulations are subject to the decision of HFMA, at its discretion, including, but not limited to, unprofessional and disorderly conduct and behavior. These rules and regulations may be amended at any time by HFMA and shall be equally binding on all parties affected by them, as are the original regulations.

### LAWS, ORDINANCES & REGULATIONS

Exhibitors shall abide by all federal, state and local laws, ordinances and regulations.

### ARBITRATION

Should any dispute arise concerning the contract, services provided, or circumstances involving the exhibit rules and regulations, the parties will try in good faith to settle the dispute directly. Any unsettled claim arising out of or relating to this agreement, or the breach thereof, will be administered by the American Arbitration Association, under its commercial arbitration rules, and judgment on the award rendered by the arbitrators may be entered in any court having jurisdiction thereof. The arbitration proceedings and the cost of the arbitration fees will be borne by the individual parties to the proceedings.

### CANCELLATION POLICY

In the event that the sponsor and/or exhibitor wish to cancel their sponsorship participation, there will be no refunds within ninety (90) days of the event). All refunds will be subject to an administrative fee of ten (10%) All cancellations must be sent in writing to ashley@demarsemeetings.com. Refunds or credits will not be given for failure to attend, late arrival, unattended events or early departure.

### IMPOSSIBILITY CLAUSE

Neither party shall be liable in damages for any delay or default in performing its obligations under this Agreement if such delay or default is caused by conditions beyond its control, including acts of God, war (declared or undeclared), acts of government authorities, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, extreme weather conditions, pandemics, any of which result in travel restrictions being implemented by government authorities or the World Health Organization on travel to the location of the Hotel or from the location of the Client, or any other emergency beyond the parties' control making it impossible, illegal, inadvisable or commercially impracticable, or which materially affects a party's ability to perform its obligations under this agreement. Should holding the event become impossible, HFMA will provide in writing within 10 days of the occurrence options for how to proceed.



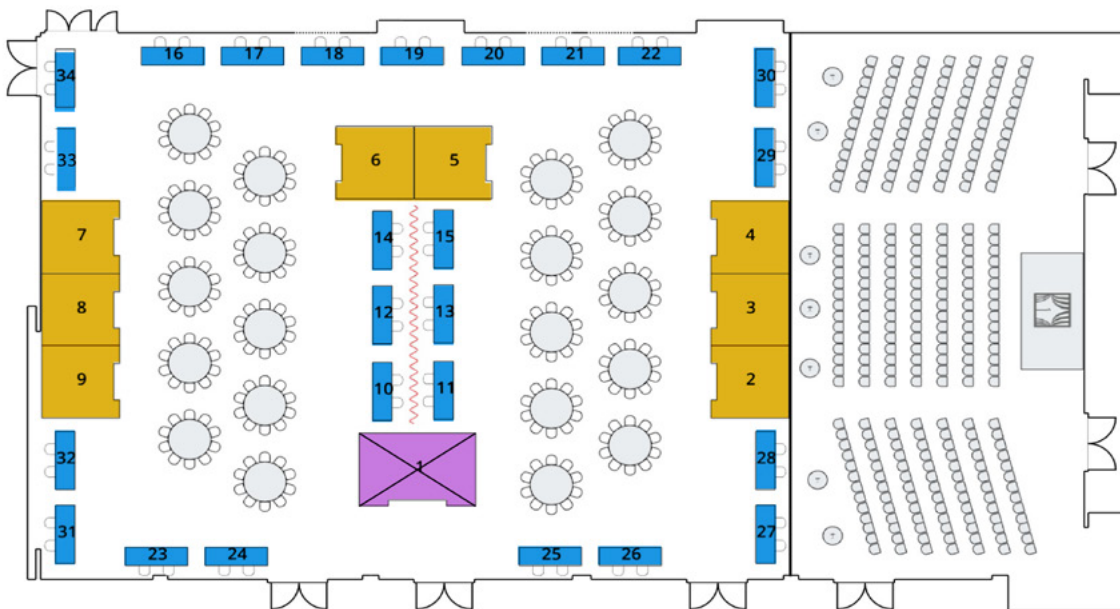
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hfma  
region 8

AUGUST 5 - 7, 2024 · OMAHA, NEBRASKA

### 2024 EXHIBIT HALL MAP



#### MAP KEY

-  **PLATINUM**
-  **GOLD**
-  **SILVER**
-  **BRONZE**

