

# AC26 Exhibiting & Sponsorship Opportunities

*June 7-10*

*National Harbor, MD*

***DARE to SOLVE.***

AC26

hfma™

# Event Overview & Positioning

Why you won't want to miss it!

***Dare to Solve!***

At AC26, the most influential minds in healthcare finance unite to drive transformation. With more than 70 sessions designed for real-world application and six curated content tracks, this is where innovation meets execution.

## **Network & Learn Alongside Industry Leaders**

Join 3,500+ healthcare finance leaders and solution partners committed to advancing the future of financial sustainability. Attendees come seeking practical insights, peer-tested solutions, and meaningful connections — making AC26 the must-attend event for organizations shaping the future of healthcare finance.

# Session Tracks



**Executive Leadership** - Address the most pressing issues for senior finance executives, including capital planning, margin management, board engagement, and long-term growth. Sessions should emphasize innovative strategies to navigate economic pressures and advance financial sustainability.



**Finance & Accounting** - Focus on compliance, auditing, reporting, and technical accounting. Share updates, forecasting tools, and proven practices that strengthen financial stewardship. Presentations may also explore technology in finance operations, data-driven decision-making, and best practices in adapting to evolving accounting standards.



**Revenue Cycle** - Explore ways to improve collections, reduce denials, streamline patient communications, and ensure revenue integrity. Demonstrate measurable outcomes aligned with HFMA MAP Keys and industry benchmarks. Show examples of collaborative approaches that improve the patient's financial experience.



**Leadership Development** - Provide tools and frameworks to build resilient, future-ready teams. Suggested topics are organizational culture, leadership skills, workforce innovation, diversity and inclusion, and talent development. Focus on actionable insights for cultivating leaders who can adapt, inspire, and drive organizational excellence.



**Legislation & Compliance** - Translate policy updates into actionable compliance strategies. Sessions should cover evolving regulations, risk mitigation, and enterprise-wide implementation. Presentations could highlight collaboration between compliance officers, legal teams, and operational leaders to ensure adherence and readiness.



**AI, Innovation & Technology** - Showcase how technology is reshaping healthcare finance. Topics may include AI/ML applications, automation in revenue cycle, predictive analytics, digital health, and telehealth. Submissions should provide concrete examples of how innovation is driving measurable outcomes, and how organizations can prepare for technologies redefining the future.

# Sponsorship Overview



HFMA's Annual Conference Sponsorship Packages are designed to deliver measurable value through thought leadership, engagement, and visibility. Each package provides a platform to connect directly with decision-makers, position your brand as a trusted strategic partner, and strengthen your organization's market presence.



Sponsors enjoy opportunities for branding, executive networking, content leadership, and attendee engagement through both structured sessions and informal experiences throughout the conference.

# Sponsorship Packages

## What you can expect ...

- Branding
- Exhibit space
- One-on-one Executive Connections meetings
- Conference badges
- Opportunities for thought leadership
- Attendee lists

# BOOTH SPONSORSHIP PACKAGES

# 10x10 Booth Sponsorship

A 10x10 exhibit space offering visibility, engagement, and connection — ideal for meaningful conversations, product demonstrations, and relationship building.

## Sponsorship Includes:

- 10x10 customizable space\* to brand your company, network with attendees, and hold meetings and demos
- Four (4) full conference registrations
- Two (2) Executive Connection meetings with provider decision-makers
- Recognition in the Exhibit Hall Map and Exhibitor Directory
- Pre- and post-conference attendee lists\*\*

**\$11,250**

**(Rate for HFMA Enterprise Member Orgs \$10,750)**

\*No tables or furniture or carpet included; turnkey booth packages and furniture available through Expo Services

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





# 10x20 Booth Sponsorship

Expand your reach with a 10x20 exhibit space positioned for impact and enhanced networking. Perfect for showcasing solutions and hosting client meetings.

## Sponsorship Includes:

- 10x20 customizable space\* to brand your company, network with attendees, and hold meetings and demos
- Four (4) full conference registrations
- Three (3) Executive Connection meetings
- Recognition in the Exhibit Hall Map and Exhibitor Directory
- Pre- and post-conference attendee lists\*\*

**\$19,000**

**(Rate for HFMA Enterprise Member Orgs \$18,250)**

\*No tables or furniture or carpet included; turnkey booth packages and furniture available through Expo Services

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





# 20x20 Booth Sponsorship

Expand your reach with a 20x20 exhibit space positioned for impact and enhanced networking. Perfect for showcasing solutions and hosting client meetings.

## Sponsorship Includes:

- 20x20 customizable space\* to brand your company, network with attendees, and hold meetings and demos
- Eight (8) full conference registrations
- Five (5) Executive Connection meetings
- Recognition in the Exhibit Hall Map and Exhibitor Directory
- Pre- and post-conference attendee lists\*\*

**\$27,750**

**(Rate for HFMA Enterprise Member Orgs \$25,750)**

\*No tables or furniture or carpet included; turnkey booth packages and furniture available through Expo Services

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



# Leading Sponsorship

Position your organization as a thought leader through both exhibit engagement and educational exposure.

## Sponsorship Includes:

- 10x10 customizable space\* to brand your company, network with attendees, and hold meetings and demos
- Four (4) full conference registrations
- Five (5) Executive Connection meetings
- Pre- and post-conference attendee lists\*\*
- 25-minute educational presentation\*\*\*
- Attendee list (with contact information) from your presented session

**\$27,750**

**(Rate for HFMA Enterprise Member Org \$25,750)**

\*No tables or furniture or carpet included; turnkey booth packages and furniture available through Expo Services

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

\*\*\*Proposal must be submitted in RFP portal. Session proposals are all reviewed and must be accepted by HFMA. 25-minute presentation may be combined with another presentation during a breakout time slot.



# Premier Sponsorship

Gain unparalleled visibility with a comprehensive package that combines exhibition, executive engagement, and content collaboration.

## Sponsorship Includes:

- 20x20 customizable space\* to brand your company, network with attendees, and hold meetings and demos
- Eight (8) full conference registrations
- Ten (10) Executive Connection meetings
- Listing on the Exhibit Hall Map and Exhibitor Directory
- Pre- and post-conference attendee lists\*\*
- Participation in a 60-minute HFMA-moderated roundtable discussion\*\*\*
- Post-event feature article authored by HFMA summarizing roundtable insights

**\$47,750**

**(Rate for HFMA Enterprise Member Org \$45,750)**

\*No tables or furniture or carpet included; turnkey booth packages and furniture available through Expo Services

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

\*\*\*Roundtable proposals are all reviewed and must be accepted by HFMA.





# Presenting Sponsorship

Reserved for the most prominent industry partners, this sponsorship amplifies your thought leadership and executive influence across the event.

## Sponsorship Includes:

- 20x20 customizable space\* to brand your company, network with attendees, and hold meetings and demos
- Eight (8) full conference registrations
- Ten (10) Executive Connection meetings
- Pre- and post-conference attendee lists\*\*
- 50-minute educational presentation\*\*\*
- Attendee list (with contact information) from your presented session

**\$63,750**

**(Rate for HFMA Enterprise Member Orgs \$60,750)**

\*no tables or furniture or carpet included; turnkey booth packages and furniture available through Expo Services

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

\*\*\*Session proposals are all reviewed and must be accepted by HFMA. A co-presenter from a provider organization is required.



# Package Comparison

Sponsorship	Badges	Executive Connections Meetings	Exhibit Hall Map & Directory Listing	Attendee Lists Pre- & Post-Conference	Thought Leadership Presentations
10x10	4	2	✓	✓	
10x20	4	3	✓	✓	
20x20	8	5	✓	✓	
Leading	4	5	✓	✓	25-minute educational presentation
Premier	8	10	✓	✓	60-minute roundtable discussion
Presenting	8	10	✓	✓	50-minute educational presentation

**Additional sponsorship opportunities are available.  
Please contact [sales@hfma.org](mailto:sales@hfma.org) or an HFMA  
Account Executive for more information.**

## **Notice**



Sponsorship availability, pricing, and package details are subject to final confirmation and approval.





# AC26

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*June 7-10, National Harbor,  
Maryland*