

A vibrant, high-angle photograph of the Austin, Texas skyline. The city is built along the Colorado River, with numerous skyscrapers of varying heights and architectural styles reflected in the water. In the foreground, a bridge spans the river, and lush green trees line the banks. The sky is a deep, clear blue with scattered white and grey clouds.

HFMA Prospectus for Leadership Summit 2026

2026
Leadership
Summit

hfma™

April 26-28, Austin, Texas

Choose Impact

Step up. Build skills. Lead forward.

The HFMA Leadership Summit brings together forward-thinking healthcare leaders who are shaping the future of healthcare finance. We're seeking compelling session proposals that explore the leadership skills, mindsets, and strategies needed to guide teams and organizations through rapid change.

This year's Summit will spotlight leaders who demonstrate vision, integrity, and adaptability, those driving digital transformation, building resilient teams, and leading with empathy and ethical purpose. Sessions should inspire attendees to elevate their leadership potential through real-world insights, practical frameworks, and future-ready thinking.

Summit Topics

AI Fluency & Digital Transformation Leadership

Analytical Thinking & Innovation

Emotional Intelligence: The Human Edge

Adaptability & Flexibility in a Changing Environment

Effective Communication & Storytelling

Skill Development & Lifelong Learning

Cybersecurity Awareness

Leadership, Workforce & Organizational Culture

Integrity & Ethical Leadership

Sponsorship Value Proposition

Position your organization at the forefront of healthcare finance leadership. As a sponsor of the HFMA Leadership Summit, you'll connect directly with 700+ leaders and emerging professionals who are driving the financial and operational strategies shaping the future of healthcare.

This premier event offers more than visibility — it's an opportunity to influence the conversation, build relationships with forward-thinking leaders, and demonstrate your organization's commitment to leadership, innovation, and transformation in healthcare finance.

The Summit audience includes highly engaged HFMA members and chapter influencers who drive education, collaboration, and innovation in their local markets. Your investment extends beyond the event, building brand advocacy and engagement at both the national and chapter levels.

Sponsors gain access to a highly engaged audience seeking solutions that enable digital transformation, financial sustainability, and leadership excellence — translating into brand trust, qualified leads, and lasting partnerships that extend well beyond the Summit.

2025 Leadership Summit Leadership Level Overview

Leadership Tier	% of Total	Common Roles
Executive (C-Suite, President, Partner, SVP, EVP)	20%	CEO, CFO, COO, CRO, CCO, CMO, Chief Transformation Officer, President, Managing Partner, SVP, EVP
Vice Presidents (VP, AVP, RVP, EVP)	25%	VP Revenue Cycle, VP Client Success, VP Finance, VP Business Development, RVP Client Services, AVP Operations
Directors	28%	Director Revenue Cycle, Director Finance, Director Business Development, Director Managed Care, Director Patient Access
Managers / Senior Managers	18%	Revenue Cycle Manager, Manager Financial Clearance, Senior Manager, Program Manager, Finance Manager
Consultants / Principals / Advisors	5%	Consultant, Senior Consultant, Principal, Managing Consultant, Strategy Advisor
Specialists / Analysts	2%	Financial Analyst, Reimbursement Analyst, Revenue Integrity Specialist, Marketing Specialist, Data Analyst
Other / Emerging Leaders	2%	Coordinators, Administrative Fellows, Supervisors, Marketing Specialists

Chapter Speaker Sponsorship

- 1-minute video showcasing your organization's speakers to be played at the beginning of a Chapter Leaders' session
- Inclusion of up to 5 speakers from your organization in the NEW HFMA Speakers Bureau- available to HFMA Chapter Leaders looking for speakers for chapter and regional events (speaker profile, searchable by topics)
- Opportunity to send branded items for distribution to Leadership Summit attendees (cozies, water bottles, notebooks, etc)
- Meet the Speaker networking reception- have your speaker/s or a company representative available at a designated area during a pre-reception with Chapter Leaders including Program Chairs with your collateral
- Distribution of your speaker information to Program Chairs
- 3 full conference badges
- Logo on all conference materials as a sponsor
- Expanded Visibility: Sponsor details will also be featured in the event app, app webpage, and conference website, ensuring ongoing visibility before, during, and after the Summit.
- Pre- and post-attendee list (name, title, organization, mailing address), must comply with HFMA policy around use.

Price: \$15,000 (15 available)



Leadership Sponsorship

- Present a leadership-focused 50-minute educational session (if proposal is selected). Portal to submit by **November 14**, [click here](#).
- Speaker included NEW HFMA Speakers Bureau- available to HFMA Chapter Leaders looking for speakers for chapter and regional events (speaker profile, searchable by topic)
- 2 full conference badges
- Logo on all conference materials as a sponsor
- Pre- and post-attendee list (name, title, organization, mailing address), must comply with HFMA policy around use.

Price*: \$10,000

* Able to bundle with Chapter Speaker Sponsorship for: \$17,500



Networking/Interactive Session Sponsorship (Trivia or Similar Session)

- Exclusive sponsorship of an interactive networking experience (e.g., HFMA Trivia Live or similar session) designed to connect attendees through fun and friendly competition.
- Opportunity for a company representative to welcome attendees and introduce the session.
- Logo featured on session signage, slides, and within the event app, app webpage, and conference website.
Option to provide branded prizes or giveaways for participants.
- 2 full conference badges.
- Pre- and post-attendee list (name, title, organization, mailing address), must comply with HFMA policy around use.

Price: \$10,000 (1 available)



Leadership Lessons Sponsorship (Micro-Content Thought Leadership)

- Exclusive sponsor of post-event report summarizing Leadership Lessons from Leadership Summit, based on real-time AI analysis.
- Showcase your organization's leadership insights through short, high-impact content featured in a post-event digital resource for attendees.
- Opportunity to include one page of content or ad. Must follow HFMA's ad guidelines. Contribute content such as a "Leadership in 100 Words" essay or "Top 10 Leadership Tips" list. Content due by **Monday, March 30**.
- Brand visibility across event materials, including the event app, app webpage, conference website, onsite signage, and post-event digital distribution.
- Included in post-attendee email
- 1 full conference badge

Price: \$7,500 (1 available)



Additional Sponsorships:

Women's Leadership Lunch:

- Up to 80 total attendees
- Up to 25 personal invitations with a complimentary code, first 50 registrants at \$25
- 3–5 minute welcoming remarks
- Branded item giveaway
- Ability to brand invitations and signage
- Brand recognized on HFMA website
- Pre- and post-attendee list (name, title, organization, mailing address), must comply with HFMA policy around use.
- \$40,000 (1 available)**

Conference Technology (3 Levels):

- 1. Leadership Summit app sponsor:** Exclusive branding within the event app. Including: logo on the splash screen, banner placements, and recognition on app webpage & conference website
- 2. Registration & iPad Branding Sponsors:** Prominent visibility at registration with your logo featured on iPads and registration signage, plus recognition in the event app and conference website
- 3. Wi-Fi Sponsor:** Custom network name and password branded with your company, with recognition on all attendee materials, signage, and digital platforms (event app, app webpage, and conference website)

\$5,000 (Each includes 1 full conference badge)

Roundtable Discussion:

- Bring together a group of leaders for an in-person roundtable.
- Opportunity to collaborate on a discussion topic and option to recruit participants, facilitate questions, and conversation.
- Opportunity to send a representative from your organization and receive recognition in the post-roundtable published article.
- Sponsor receives 4 full conference badges
- Pre- and post-attendee list (name, title, organization, mailing address), must comply with HFMA policy around use.

\$20,000 (3 available)

Breakfast Sponsor:

- Both Monday and Tuesday Breakfasts
- 60 second video aired during breakfast submitted by client
- Brand recognized on signage and HFMA website
- 1 conference badge

\$5,000 (1 available)

Please contact 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.

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