hfma™ | RCC27

Revenue Cycle Conference

March 10–12 | Orlando, Florida

HFMA Prospectus for Revenue Cycle Conference 2027



NEXT STARTS HERE.

The revenue cycle is changing.
RCC27 is where the people shaping what comes next come together.

More than 600 revenue cycle professionals come together each year at the HFMA Revenue Cycle Conference. Join us in Orlando, Florida, where today's operational priorities meet the ideas, strategies and solutions shaping what comes next.

- **Prepare for What's Next —** Explore how AI, automation, workforce redesign and evolving payment models are changing revenue cycle, with practical insight into what these shifts mean for performance today and tomorrow.
- **Put What's Next into Practice —** Go beyond the big ideas with real-world strategies across front-end, mid-cycle and back-end revenue cycle. Education curated by subject matter experts and built through an open RFP process keeps the focus on credible approaches attendees can bring back to their organizations.
- **See What's Next in Action —** Learn from organizations setting the standard for revenue cycle excellence. With the MAP Achievement Awards presented at RCC, attendees can see what high performance looks like in practice and connect with peers advancing the field.

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Sponsorship Value Proposition

As a sponsor, your organization becomes part of the conversations shaping the future, from AI and workforce transformation to revenue integrity, denials, patient financial experience, regulatory change, and financial sustainability.

RCC goes beyond visibility. It creates opportunities to engage with leaders who are actively evaluating challenges, exploring solutions, and looking for trusted partners who understand the complexity of healthcare finance.

Your investment creates value beyond the conference: build credibility, deepen relationships, generate meaningful conversations, and connect with an HFMA community that engages year-round.

NEXT STARTS HERE. Make sure your organization is part of it.

2026 Revenue Cycle Leadership Overview

The revenue cycle conference that brings together hundreds of decision makers and influencers to share strategies that improve revenue cycle performance.

Highlights of Revenue Cycle Conference:

- Strong ratio of providers(about 60%) and sponsors (about 40%)
- 79% Director level and above attendee
- Speakers from best-in-class organizations achieving a high-level revenue cycle performance
- Interact and learn from your peers

Quotes from past attendees:

"It was great to hear how others are handling the increasing issues related to revenue cycle and know we are not alone in our struggles. Great speakers and information."

“The AI-focused sessions were incredibly relevant and immediately applicable.”

“Strong mix of strategy and real-world examples—very valuable.”

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TOP TIER

PRIMARY SPONSORSHIP

Our single most visible partnership at RCC27

$26,000
HFMA Enterprise Member

$29,000
Non-HFMA Enterprise Member

4 full conference badges • Table-top space in exhibit area • Logo on conference site, promotions & signage • Pre- and post-show attendee list • Opportunity for 5 complimentary registrations for providers

Participation Sponsorships — Secondary Levels

Two more ways to get in front of the RCC27 audience.

Sponsorship	What's Included	Member Rate RCC27	Non-Member Rate RCC27
Secondary Plus	2 full conference badges; logo on conference site and signage; pre- and post-show attendee list. Spots are limited.	**$13,500**	**$15,000**
Secondary	1 full conference badge; logo on conference site and signage; pre- and post-show attendee list.	**$7,650**	**$8,500**

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PRE-CONFERENCE ADD-ON

Pre-Conference Executive Connections



Meet one-on-one with revenue cycle leaders: HFMA will match you with qualified provider leaders for 15-minute meetings on **Wednesday afternoon.** Get ahead of the conference and start connecting with decision makers right away.

Pre-Conference Add-On Sponsorships:

- 10 Executive Connection meetings $10,000
- 5 Executive Connection meetings $6,000
- Packages are limited

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Connection Sponsorships

Put your organization in the room where relationships and deals start.

Sponsorship	What's Included	Member Rate RCC27	Non-Member Rate RCC27
MAP Awards Lunch	Exclusive sponsor of the meal celebrating the MAP Achievement Awards at RCC.	**$20,000**	**$22,000**
Roundtable	Sponsor a small-group roundtable discussions connecting your team with revenue cycle leaders.	**$24,300**	**$27,000**
Wednesday Keynote	Opportunity to provide a 2-minute introduction of Wednesday's keynote speaker; sponsor recognition on the walk-in slide; option to provide a digital flyer featured in the conference app.	**$7,200**	**$8,000**
Thursday Keynote	Opportunity to provide a 2-minute introduction of Thursday's keynote speaker; sponsor recognition on the walk-in slide; option to provide a digital flyer featured in the conference app.	**$7,200**	**$8,000**
Friday Keynote	Opportunity to provide a 2-minute introduction of Friday's keynote speaker; sponsor recognition on the walk-in slide; option to provide a digital flyer featured in the conference app.	**$7,200**	**$8,000**
Executive Connection Meetings (10)	10 pre-conference 15-minute meetings, matched by HFMA with qualified provider leaders.	**$10,000**	**$10,000**
Executive Connection Meetings (5)	5 pre-conference 15-minute meetings, matched by HFMA with qualified provider leaders.	**$6,000**	**$6,000**

Experience Sponsorships

Own a moment attendees look forward to, every day of the conference.

Sponsorship	What's Included	Member Rate RCC27	Non-Member Rate RCC27
Breakfast Sponsor	Exclusive sponsor of conference breakfast, with signage featuring your branding.	**$5,400**	**$6,000**
Coffee Sponsorship	Exclusive sponsor of coffee served at the conference; signage with your branding; option to provide branded cups.	**$5,400**	**$6,000**
Specialty Cocktail	Exclusive sponsor of a specialty cocktail served at receptions; signage promoting the drink; option to provide branded cocktail napkins for all bars.	**$6,300**	**$7,000**
Specialty Coffee (Day 1)	Exclusive sponsor of the specialty coffee cart: 3 hours of specialty coffee drinks, branded cups & menu board.	**$7,500**	**$8,500**
Specialty Coffee (Day 2)	Same specialty coffee cart benefits as Day 1, on the conference's second day.	**$7,500**	**$8,500**

Technology Sponsorships

Put your brand into the tools attendees use throughout the conference.

Sponsorship	What's Included	Member Rate RCC27	Non-Member Rate RCC27
Conference App	Your message pinned to the top of the mobile app homepage, used by attendees throughout the conference.	**$5,500**	**$6,000**
WiFi	Exclusive sponsor of conference WiFi, with your branding on the network login/splash page.	**$16,500**	**$18,500**
Digital Meter Board	Your branding image on one side of a digital meter board placed in high-traffic lobby areas; sponsor designs the video.	**$6,700**	**$7,500**
Charging Station	Exclusive sponsor of conference charging station, with your branding signage in area.	**$12,000**	**$13,500**

Provider Registration Branding Opportunity

Put your brand directly in the hands of every provider attendee through a co-branded item distributed by HFMA at registration.

Sponsorship	What's Included	Member Rate RCC27	Non-Member Rate RCC27
HFMA-Provided	Sponsor selects from a curated selection of items sourced and provided by HFMA. The selected item will feature both the **HFMA and sponsor logos**.	**$15,000**	**$16,500**
Sponsor-Provided	Sponsor provides a co-branded item featuring both the **HFMA and sponsor logos**. *All items must be approved by HFMA prior to production.*	**$10,000**	**$11,000**

Items are distributed exclusively to provider attendees at registration. Limited opportunities available.

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Thank You + Questions

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