



2018 SPONSORSHIP PROGRAM



Where Meets
Passion | Purpose

About HFMA

The Healthcare Financial Management Association (HFMA) is the leading membership organization for more than 34,000 healthcare financial management professionals nationally. The Metropolitan Philadelphia Chapter of HFMA enrolls approximately 1,000 local professionals employed by our area's hospitals, integrated delivery systems, managed care organizations, ambulatory and long-term care facilities, physician practices, accounting and consulting firms, and insurance companies. Our members' positions include chief financial officers, vice presidents, controllers, patient accounts managers, accountants, and consultants.

HFMA is committed to being an indispensable professional resource for healthcare financial managers. The association provides comprehensive resources to help its members take advantage of opportunities for revenue growth and cost control, navigate regulatory compliance issues such as HIPAA, avoid labor shortages, maximize information technology opportunities, and position their organization to benefit from the changing economic environment.

The Sponsorship Program

We have always relied upon the support from various vendors to underwrite our numerous education programs. We have developed a comprehensive corporate sponsorship program to provide maximum benefit and consistent recognition throughout the year. Sponsorship funds are vital to insuring that we can continue to provide quality programming for our members at affordable rates. Corporate sponsor participation in our activities enables leading and innovative industry experts to contribute to the depth of our programs.

Throughout the chapter year, our sponsors stand with us. They supplement the cost of our education programs, our social events, our website, and our newsletter. They assist us in finding effective speakers for our seminars. They join our network of experts and "industry insiders." With their in-depth participation in our Chapter, instead of being vendors, our sponsors frequently become our colleagues and friends to whom we can turn to for assistance when needed.

Our sponsorship program enables your organization to put its message in front of the healthcare industry's most important decision makers. You can gain visibility, establish vital relationships, and position your products and services with the finance professionals who control spending in the local healthcare industry. The purchasing authority of our executive members include influence over the selection of consulting services, audit and accounting services, billing and collection services, reimbursement services, software/hardware products and services, equipment and asset management, electronic data exchange, insurance products, databases, and more.

Not only will you extend your networking with industry leaders, your participation at our chapter's educational programs will also provide opportunities for expanding your knowledge of the industry and contributing your expertise to the content of our programs. Your participation will also align your company with the HFMA brand, which is widely recognized for value, quality and innovation.

Corporate Sponsorship Program Levels

The Corporate Sponsorship Program is divided into a four-tier composition. Each level provides significant opportunities for you to achieve specific marketing objectives, build brand awareness, and identify leads.

GOLD LEVEL (\$4,000)

The Gold Level offers a premium “Branding” opportunity for your company. As a Gold Level Sponsor, your organization will receive consistent and very prominent recognition with all Chapter resources throughout the year. Your company’s name will be associate with all Chapter activities and you and the limited number of other Gold and President Level Sponsors will be the exclusive sponsors of our annual golf outing. The outstanding and unique benefits associated with this level will enable you to establish or deepen a relationship with our loyal HFMA members.

GOLD LEVEL BENEFITS

- Recognition as an Event Sponsor at all education programs
- Opportunity to set up an exhibit table at one (1) education program
- Recognition as a Sponsor of our Annual Golf Outing
- Four (4) passes to the Annual Golf Outing
- Three (3) complimentary meeting registrations that can be used at any educational event that year (can be given to clients or prospective clients)
- Company spotlight article in chapter newsletter
- Premium recognition as a Sponsor on web site with company’s logo on our home page and link to the organization’s web site
- Recognition as a Sponsor in quarterly newsletter

PRESIDENT'S CLUB (\$4,000)

The President's club is an exclusive opportunity for loyal organizations that have participated in our Chapter as Gold Level Sponsors for the previous two years. This level provides an outstanding opportunity to show our membership how appreciative we are of your continuing support. Organizations that reach this level of participation can take pride in exhibiting elite status with our membership.

PRESIDENT'S CLUB BENEFITS

Here are all of the benefits of the President's Club:

- Only available to Gold level Sponsors from the previous two consecutive years
- Includes all the benefits of Gold Level Sponsorship with these enhancements:
 - Opportunity to set up an exhibit table at three (3) education programs
 - Recognition as the lunch or snack break(s) sponsor at your choice of one education program
 - Four (4) complimentary meeting registrations that can be used at any educational event that year (can be given to clients or prospective clients)
- Company logo will be printed on folders used at all of our education events

SILVER LEVEL (\$2,500)

The Silver Level provides an opportunity for our company to establish a strong presence with the financial decision-makers in our membership base. As a Silver Level Sponsor your organization's name will be associated with numerous education sessions and you will have the opportunity to directly network with our membership at two of those sessions. This level of sponsorship offers a leading opportunity to make contact with our membership base and to align your products and services with the quality name recognition of HFMA.

SILVER LEVEL BENEFITS

- Opportunity to set up an exhibit table at one (1) education program
- Two (2) complimentary meeting registrations that can be used at any educational event that year (can be given to clients or prospective clients)
- Recognition as a Sponsor on web site with a link to company's web site
- Recognition as cocktail sponsor at one (1) HFMA event

BRONZE LEVEL (\$1,000)

The Bronze Level offers you an opportunity to introduce your organization to our membership and provides an excellent venue to make our membership aware of your company's products and services. In addition to the benefit of recognition at two of our seminars, this sponsorship level provides a listing on our Chapter's web site.

BRONZE LEVEL BENEFITS

- Recognition as an Event Sponsor at one (1) education program
- Opportunity to set up an exhibit table at one (1) education program
- One (1) complimentary meeting registration that can be used at any educational event that year.
(can be given to clients or prospective clients)
- Recognition as a Sponsor on web site with a link to company's web site

Individual Event Sponsor

Acting as an Individual Event Sponsor gives you the opportunity to target your message to a specific membership audience while considering a corporate membership.

INDIVIDUAL EVENT SPONSOR BENEFITS

- Recognition as an Event Sponsor at selected education program (excluding the A&A Update and Annual Golf Outing)
- Opportunity to set up an exhibit table at selected education program
- One (1) complimentary meeting registration (can be given to client or prospective client)

Education Events

Throughout the year we conduct numerous education seminars. These programs are widely attended by our members as well as by non-members in the healthcare financial management field. Each program is directed at a certain topical area and as such it attracts attendees from particular niches in the field. The programs are hosted by various local hospitals or are held at area hotels. Listed below is the typical program schedule for the Chapter year. As a Chapter Sponsor, you will have an opportunity to be either an Event or an Exhibit Sponsor for selected programs. Refer to the Glossary of Sponsorship Benefits for more details.

<i>Month</i>	<i>Program Title</i>	<i>Typical Attendance</i>	<i>Individual Event Sponsor</i>
<i>September</i>	<i>Physician & Reimbursement</i>	<i>75-125</i>	<i>\$600</i>
<i>October</i>	<i>Annual Fall Institute</i>	<i>200-250</i>	<i>\$750</i>
<i>November</i>	<i>Revenue Cycle Mgt. Seminar</i>	<i>175-200</i>	<i>\$750</i>
<i>December</i>	<i>Tax Seminar</i>	<i>50-75</i>	<i>\$600</i>
<i>January</i>	<i>Professional Development</i>	<i>75-125</i>	<i>\$600</i>
<i>March</i>	<i>Annual Spring Institute</i>	<i>200-250</i>	<i>\$750</i>
<i>April</i>	<i>Data Analytics Seminar</i>	<i>125-170</i>	<i>\$600</i>
<i>May</i>	<i>A&A Update and Annual Golf Outing</i>	<i>75-125</i>	<i>N/A*</i>

Event sponsorship is limited and will be awarded on a first come, first serve basis per event.

*Sponsorship for the A&A Update and Annual Golf Outing is limited to President's Club and Gold Sponsors.

Additional Event Sponsorship Opportunities

SPONSORSHIPS	DESCRIPTION	FEE
Conference Break Sponsor	<ul style="list-style-type: none"> • Signage at the breaks • Greet attendees at breaks • Recognition in Program Book (if applicable) • Promotional literature/material in all attendee bags • Recognition on website event page 	\$500
Breakfast Sponsor	<ul style="list-style-type: none"> • Signage at the breakfast • Greet attendees at breakfast • Recognition in Program Book (if applicable) • Promotional Literature/material at breakfast • Recognition on website event page 	\$500
Lunch Sponsor	<ul style="list-style-type: none"> • Signage at entrance of lunch • Greet attendees at entrance to lunch • Recognition in Program Book (if applicable) • Promotional literature/material at lunch • Recognition on website event page 	\$750

Sponsorship Duration

Sponsorship levels are for 12-month intervals and are based on the calendar year. Sponsors who wish to join mid-year will pay pro-rated dues. You will be invited to renew your sponsorship level prior to expiration.

Glossary of Sponsorship Benefits

Event Sponsor at education program – Announcements for each of our education programs include recognition of our sponsors for the event. This list of sponsors is also included in the handout provided at the program. This benefit category provides excellent name recognition for your company and shows your company's support for HFMA activities. President's Club and Gold Level Sponsors are Event Sponsors for all programs during the year.

Exhibit Sponsor at education program – The opportunity to set up an exhibit table at an education program enables you to attend a seminar, network, with the program attendees, and provide awareness of your organization to attendees. You will be provided with a table to display literature about your products and services. Up to two representatives from your company may attend the program to be present at the exhibit table. Your company's name will also appear on the mailings and handouts for the education session. President's Club Sponsors may choose up to three programs at which they would like to be an Exhibitor. Gold, Silver and Bronze Level Sponsors may choose one program at which they would like to be an Exhibitor. Exhibit space is limited at each event so space can only be provided on a first come-first service basis.

Sponsor of our Annual Golf Outing – This annual event begins in the morning with an Accounting & Auditing update educational session followed by a shot-gun start golf round. This program is a cornerstone event for our Chapter as it concludes the activities for the year and during this event awards are presented for recognition of our outstanding members. Many senior executive members typically attend this event. President's Club and Gold Level Sponsors will be included as sponsors of the annual golf outing, and sponsorship of this event is limited to these sponsors. In addition each President's Club and Gold Level Sponsor will receive four (4) golf passes for the event. These passes can be used to treat your staff, clients, or to invite potential clients. President's Club Sponsors will also be recognized with their name on a pin flag which they will receive after the event.

Complimentary meeting registrations – This benefit category provides you with program admission to the education seminar of your choice. You can use the free admission to bring your staff to a seminar, to treat a client, or perhaps to provide a perspective client an opportunity to attend a program where your organization is hosting an exhibit. The free registration only applies to education programs hosted by the Philadelphia Chapter of HFMA. President's Club and Gold Level Sponsors will receive three complimentary meeting registrations. Silver Level Sponsors will receive two complementary meeting registrations. Bronze Level sponsors will receive one complimentary meeting registration.

Chapter newsletter – For years our membership has turned to the *MetroLines*, our bi-weekly newsletter, to stay current on chapter activities and industry information. In each issue we will include "spotlight" articles on our President's Club and Gold Level Sponsors. These articles are designed to educate our membership about your organization and its products or services. Silver Level Sponsors will receive a quarter page advertising space in one issue of the newsletter.

Web site link – Our chapter's website (www.hfmaphila.org) has increasingly become the preferred forum for membership communications. Our website is frequently visited by our membership as well as by other professionals in the industry. All of our sponsors will be recognized on this site and visitors will be able to hyperlink from our site to yours. In addition, President's Club and Gold Level Sponsors will have their logos included on the home page of our website. This furthers the goal of creating a strong brand alignment between our chapter and our President's Club and Gold Level Sponsors. Silver Level Sponsors will also be able to include an email address for a specific person in your organization. This furthers the goal of creating a strong communication link between our Chapter's members and our Silver Sponsors.

For further information

For more information about the sponsorship program, contact a member of our Sponsorship Committee:

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YES! We would like to be a sponsor for the Philadelphia Chapter of HFMA.

Annual Sponsorship Level

- ☐ Gold \$4,000
☐ Silver \$2,500
☐ Bronze \$1,000

Event Sponsorship

_____ \$750
 _____ \$600
 Name of event _____

Name of Organization:
(as you wish to have it shown in all publications)

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Company Address

<i>Address of Organization:</i>	
<i>City, State, Zip:</i>	
<i>Web Address:</i>	

Primary Contact

<i>Name:</i>	
<i>Title:</i>	
<i>Phone:</i>	
<i>Email:</i>	
<i>Fax:</i>	

Please check one:

- ☐ Payment Enclosed (Please make checks payable to “HFMA.”)
☐ Please bill me for sponsorship fee. P.O. # _____
☐ President’s Club and Gold sponsors have the option to send half payment now and will be billed for the remainder after six months of participation.

Send completed application to:

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